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THE FRONT PAGE

ELSEWHERE in this issue our readers will find the first instalment of a series of articles on the Chain Store as a type of modern merchandising organization, others of which will appear in succeeding issues. These articles have been prepared in collaboration with several of the leading authorities on this system of distribution, and their aim is to provide an accurate picture of the workings of the chain system and its place in our modern urban economy. In the somewhat heated debate concerning the social merits of different methods of retail distribution which has been going on in Canada and in the United States in recent years there has been, we think, a tendency to get away from facts and to give free rein to feelings, which is not the best way to arrive at a just and sound solution.

Readers of these articles will find, contrary perhaps to their general impression, that the chain stores do only a small percentage of the total retail business in the trades to which they devote themselves, while there are many trades into which they make no effort to enter. Notwithstanding their relatively small volume, they have exerted a great influence on the whole process of merchandising; they have expedited turnover, diminished credit losses, and in various other ways contributed to the reduction of the cost of transmitting goods from the producer to the ultimate consumer.

Wherever their influence has extended, the chain stores have conferred notable benefits upon the consumer, by keeping down prices, ensuring freshness of goods, and making "shopping" easier and more pleasant. These effects have been felt not only in their own establishments but in those of all their competitors who had sufficient ability to profit by the lesson. The prejudice which has grown up in some quarters—or which has been somewhat solicitously worked up against them—in recent years is almost wholly based upon an unreflecting denunciation of the mere size of their organizations. These articles are designed to familiarize our readers with the nature of the operating methods of the chains, and to indicate some of the many ways in which large-scale organization, in retail commerce as in other departments of business, works to the benefit of the consumer without causing any loss to other elements in the national economy.

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CENSORS AND HIS EX.

THE ways of censorships are indeed inscrutable. Canadians will, we imagine, be considerably surprised to learn that the British Board of Film Censors does not consider Lord Tweedsmuir's patriotic and admirable thriller, "The Thirty-nine Steps," suitable for the contemplation of any but adults. The London *Spectator*, from which we draw this information, notes with some sardonic amusement that the same Board has granted a universal certificate to "The domestic indecencies of 'The Crusaders.'"

The British practice in regard to films passed as suitable for adults only is different from that which used to be in vogue in the Province of Ontario, in that the British limited certification may be not merely advisory but compulsory; that is to say, that the local authorities have it in their power to prohibit children from seeing any film not specifically recommended as suitable for children, even if their parents desire them to do so. So that in many parts of England a parent is not allowed to give his own child permission to see the very interesting, and we should have supposed very harmless, film based upon Lord Tweedsmuir's famous novel.

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THE QUEBEC ELECTION

IN THE Province of Quebec last week a Liberal faction hostile to the administration of Premier Taschereau won 26 seats from the Taschereau Liberals; the Conservatives on balance won five seats from former Taschereau Liberal holders; and one Independent Liberal, who has since intimated his intention of supporting the Taschereau administration, won a seat from a Liberal. This result is not such as to suggest any greatly increased willingness on the part of the habitants of Quebec to vote for Conservative candidates. It does, however, obviously indicate a very widespread dissatisfaction with the policies of the official Liberal party in the Province. The causes of that dissatisfaction are probably much the same as those which have effected the dismissal of every provincial government which has had to present itself before the electors in the last couple of years. In Quebec alone these causes are prevented from taking their natural direction and bringing about the return of a government of the opposite political party. The attack on the government appears to have concerned itself mainly with the alleged excessive profits and tyrannical policies of the electric power companies, and the equally alleged lack of energy of the government itself in the expansion of agriculture within the province. We suspect that the opposition fell heir to the benefits of a good deal of the propaganda of Mr. Stevens in the Federal election.

The opposition made its gains largely in the urban districts. The government has only three seats left to it in Montreal. Four Montreal seats were taken from it by the dissenting Liberals, and one by the Conservatives. In Quebec city and in the Montreal suburbs the record was similar. The Minister of Labor, Mr. Arcand, was defeated in his own constituency, a Montreal suburb. He is the author



"THE CLOCK WATCHER". A Christmas Camera Study by H. R. James, Toronto.

of the code system which has been applied to industrial labor in the Province of Quebec during the last year or two, and there is considerable reason to think that dislike for the operation of the code system had a good deal to do with the loss of seats by the government in the industrial areas. On the whole, however, we shall hesitate to ascribe the government's losses to bad administration. They are rather to be ascribed to bad times, plus a certain magnificent aloofness which not unnaturally develops in the higher members of a government which for a generation have been faced by no serious opposition, and whose leaders have become the intimate associates and fellow-directors of the financial magnates of their territory.

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TOWN PLANNING

CANDIDATES for municipal honors in the City of Toronto, and we trust in many other municipalities in this Dominion, will be asked at the forthcoming elections whether they are in favor of the establishment of a town-planning commission for their municipalities. They might also, we think, well be

asked whether they are in favor of having it composed of thoroughly competent and disinterested persons, of providing it with the advice of the best available experts, and of pledging the civic authorities to carry out with the utmost respect whatever recommendations are made by the commission after its deliberations have been concluded.

There is no field in which large sums of capital could more profitably be expended than in the carrying out of the necessary public works to bring our larger cities into some kind of reasonable and workable geographic structure. Badly designed in the very first instance, they have since been overtaken, first by a revolution in the science of building, and second by a revolution in the whole process of transportation. They have never made more than the most half-hearted and uncorrelated efforts to accommodate themselves to the changed conditions produced by these two revolutions. Much of the money spent on isolated and ill-considered so-called improvements is money thrown away; but much greater sums could very profitably be expended in the carrying out of well designed and coherent plans for enabling

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THE PASSING SHOW

BY HAL FRANK

HISTORY is being written at Geneva these days and Canada seems assured of immortality as a footnote on history's page.

The family will survive. Any group that can withstand the strain of Christmas can withstand anything.

A dentist has devised a new and more effective pain-killer, another proof that nobody really enjoys being unpopular.

Those who claim that the age of heroes is past, overlook the provincial Conservatives in Quebec.

What hope is there for humanity, when it cannot even select a suitable Christmas gift?

November had a higher temperature this year than last. Probably a touch of war fever.

The present recovery is a boon to the economic experts, too. They no longer have to look silly trying to explain the depression.

But some of them, apparently, did not learn their lesson. They are trying to explain the return of better times.

Well, it seems there is no danger of Canada aspiring to world leadership in anything except trade.

A gift that would please Father: A pocketbook marked "not to be opened until Christmas."

Some people seem to think that the League is pouring trouble on oiled waters.

Esther says she's going to wrap her Christmas presents in cellophane. She says her friends might as well know the worst at once.

MR. PIERCE'S SHOPPING

BY HELEN NORSWORTHY SANGSTER

MR. PIERCE was busy with his grapefruit and the morning paper when Mrs. Pierce told him, "This is the night we're going shopping together, Jim," she said, "so we'd better get down town. What time shall I meet you?"

Mr. Pierce went on reading. "All right," he said absently.

"Jim!" Mrs. Pierce's tone brought his eyes up in guilty haste. "You weren't listening. I said what time shall I meet you?"

"Meet me? What for?" In the earlier hours of the morning, Mr. Pierce often gave the impression of being not quite bright.

"To have dinner before we do our Christmas shopping."

"Oh, Lord," Mr. Pierce dug savagely into his grapefruit and winced as the juice stung his eye. "Oh, Lord. So I have to go through *this* again! Listen, Ida. You go ahead and pick out the presents yourself. You always do, anyway."

MRS. PIERCE assumed the expression of a martyr feeling the first touch of the flames. "All right, Jim," she said. "All right, if that's the way you feel. Still, it seems to me you might spare one evening to help me. It isn't as though I got any pleasure out of it. I'm sure I'd rather sit at home with a nice book—"

"I'll come," Mr. Pierce broke in. "I'll come, so you can laugh at everything I suggest as easy as it's expensive." Suddenly he brightened. "No, I won't, either. There's a Board meeting tonight."

"You said last night," Mrs. Pierce's voice was deceptively gentle, "that the Board met on Tuesday. This is Monday, Jim."

Mr. Pierce capitulated. "Where do you want to have dinner?" he said. "I guess I could make it around six."

THE aisles of the big department store were solid streams of humanity. Mrs. Pierce darted into one of them with skill born of long practice. "Just you keep behind me," she told Mr. Pierce.

Mr. Pierce kept behind, a large clumsy vessel towed by a small tug. They found anchorage in the silverware department.

"Now we'll settle Eleanor and George," Mrs. Pierce said. "Eleanor wants those little Sheffield salt dishes with the red glass linings."

"George doesn't," Mr. Pierce said solemnly. "Only the other day we were having lunch together and he said: 'I hate those damned little salt dishes. Give me a good salt-cellar any day.'"

Mrs. Pierce ignored his tirade. "Haven't you any with the red linings?" she asked a clerk. "Only the blue? Well, I think I'd better look around a little more, thank you." She turned to Mr. Pierce. "There are three or four other places we can try for those, but we'll finish up in here first."

Mr. Pierce followed her into the main aisle. Every few feet its stream of shoppers was divided by a table heaped with Christmas specials. At one of them Mrs. Pierce came to a halt. She pointed, like a setter who has raised a covey of partridge.

"Wait a minute, Jim," she said. "These stockings will be just the thing for Margaret and Alice and Lilian."

MR. PIERCE was bulletted like so much flotsam. He managed to reach the edge of the aisle and flatten himself against a showcase. As he waited, the dazzle of lights, the stuffy overblown air that smelled of cosmetics and cheap candy and too many human beings induced in him a species of claustrophobia. He elated around wildly. He must get out—out where it was dark and cold. But he couldn't get out.

"Here!" Mrs. Pierce was thrusting several small red boxes into his hands. "You carry those. I hate to ask them to send things when they're so rushed and we have the car."

To Mr. Pierce, centuries passed in slow procession as the evening wore on. At last Mrs. Pierce cried up at a big holly-decked clock. "Goodness, Jim!" she said. "Will you look at the time! We'll just have time to run up to the lingerie for a minute."

Mr. Pierce followed her on to an escalator, half-owing carefully. His arms were full of parcels how small parcels that had a way of working out underneath.

As they stepped off on the third floor he essayed a protest. "Listen, Ida. You go ahead. I'll wait for you here."

Mrs. Pierce regarded him with scorn. "Surely you're not afraid to look at lingerie, a married man like you?" She made off.

Mr. Pierce followed. There was nothing else to do. Mrs. Pierce made for a little room all in delicate grey, with "French Imports" over the door. She gazed in front of a showcase.

"LOOK, Jim," she said, and her time was strangely flushed. "Will you just look? Did you ever in your life see anything so exquisite?"

Mr. Pierce looked. In the case were intricately cut scraps of pale satin, set with lace.

"Looks like something a movie star might wear," he grunted.

"Every stitch made by hand," Mrs. Pierce said rapidly. She bent closer. "Can you imagine? They're my size! Isn't that a coincidence, Jim?" She straightened. "Oh, dear! I've left that scarf we

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CANADA LETS DOWN LEAGUE

LT.-COL. GEORGE A. DREW

I WAS amazed to learn in Italy last summer that the dissolution of the British Empire is looked upon as inevitable and is discussed with the same casual certainty as the coming of another season. It is merely a question of the time and manner of its occurrence. To those who have accepted this propaganda which goes hand in hand with the vision of a new Roman Empire, Canada's action on December 1st will be taken as encouraging evidence of lack of unity within the British Empire and the probable beginning of the end. No amount of subsequent explanation will remove the first impression that Canada's statement amounts to a repudiation of economic sanctions covering oil, coal, steel and iron, which Canada's official representative was the first to propose. Press reports already indicate that Italy has taken much needed encouragement from this crowning example of our ineptitude in foreign affairs and the apparent breach between ourselves and Great Britain.

IMPORTANCE OF OIL EMBARGO

IN A modern war of aircraft, tanks, mechanized artillery, oil is as vital as ammunition and more difficult to accumulate in such quantities as to be independent of continued supply. Italy has indicated quite clearly where the shoe pinches. Surely that is all the more reason why every possible effort should be devoted towards an immediate and complete embargo on the shipment of oil to Italy from any source.

The importance of this embargo in controlling Italy's action cannot be over-emphasized. It is not by any manner of means a mere question of limiting those supplies which Italy must have for its campaign in Ethiopia. The estimated 50,000 gallons a day required in the war area are insignificant in relation to the amount that would be required if the thousands of aeroplanes, tanks and other mechanical equipment in Italy were to be used against any major power. Unless reserves for this force are available Italy cannot afford to go too far with the Ethiopian adventure, even though oil supplies for that purpose might be more than sufficient. It is the embargo which is certain to bring results.

NECESSITY OF UNITED ACTION

THIS is the first real test of united action to enforce those principles of international justice which are the basis of the League of Nations. It is a test which millions of men had down their backs. If it succeeds no nation will likely break its word. If it fails, the next and more serious test will come from Germany and Japan. Without united action through the League we shall see an uncontrolled race in armaments which must lead us to destruction.

Canada's honor as a nation is at stake. If Canada decided to disavow the proposal of its official representative the time for that disavowal was on November 2nd when his proposal appeared in the press throughout the whole world. . . . not on December 1st. Canada suffered enough during the Great War to be prepared to take some risk in the cause of peace. The risk we take in the present crisis is so insignificant in relation to that taken by Great Britain and France that as a nation we must hang our heads in shame until we give clear and unequivocal evidence that we support collective sanctions by the League of Nations without reservation. Any hesitancy is a repudiation of our pledged word, and a betrayal not only of the League and of the British Empire but also of those men who died during the Great War in the firm conviction that their sacrifice was to end the threat of armed force and that justice for all nations would be assured by united action.

STEPPING OUT AT GENEVA

CANADA had reason for pride in the part played by Sir Robert Borden in the creation of the League of Nations, and the valuable contribution to its early deliberations by the Hon. Newton W. Riddell. Since his resignation policy at Geneva has apparently been to maintain an almost aggressive silence until someone said something that Canada could support without inconvenience or effort.

Following years of praise and unimpeachable platitudes by our representative after another who went unprepared and returned disgraced, Canadian supporters of the League of Nations were overjoyed when Dr. W. A. Riddell gave real leadership in the cause of peace by suggesting to the sanctions committee of the League of Nations on November 2nd that oil, coal by-products, iron and steel should be added to the list of commodities which would be withheld from Italy as part of the collective effort to force Italy to discontinue its invasion of Ethiopia.

On October 29th Canada had officially stated that it would support financial and economic sanctions against Italy. Canada knew, and the world knew that Dr. Riddell's suggestion to the Sanctions Committee was nothing more than a suggestion and could only become effective if the Committee adopted it. When the suggestion was adopted Canada was very properly given credit for initiating the suggestion but no one ever concluded that we had led in banning these commodities.

TAKING IT ALL BACK

BUT, apparently, the prestige we gained was undeserved because, after this proposal had been referred to by the press of the world as Canada's proposal for a month, the Hon. Ernest Lapointe as Acting Prime Minister now says that it was not Canada's proposal at all, but was only the personal proposal of Dr. W. A. Riddell. All this time Canadians had thought they were officially represented at Geneva and doubtless had hoped that the Canadian Government was sharing with the people of Canada the justifiable pride in the acclaim given to Canada for having made one of the most important contributions to the discussion of League sanctions.



"ANTICIPATION". A Christmas Camera Study by Mrs. T. M. Cumming, St. Stephen, N.B.

Having already startled the financial world this year by threats of governmental repudiation of solemn contractual obligations we appear determined to complete the process and brand ourselves as people with no honor whatever by treating the Covenant of the League of Nations as a "scrap of paper," and repudiating the stand we have taken through our representative at Geneva and the obligations we have tacitly accepted for more than a month.

THE WORLD REACTION

THE press of the world, and, particularly, the Italian press, treats the statement as an official repudiation by Canada of prohibition on the export of oil, coal, iron and steel. No other reasonable interpretation can be given to these closing paragraphs of Mr. Lapointe's statement no matter how

vague its wording may be.

"The Government is not taking the initiative in proposing the extension of the measures with regard to the prohibition of exportation to Italy and does not propose to take the initiative in such measures."

"Canadian action and participation by the Canadian Government has been and will be limited to co-operation in purely financial and economic measures of a pacific character, which are accepted by substantially all of the participating countries."

Canada's prestige is hardly enhanced by the suggestion which is now made that all Lapointe really meant to say was, "We'd really like to play in the League of Nations game of follow the leader, but since we are such a modest little nation we wouldn't like to have it suggested that we are the leader." Such casuistry is even more discreditable than the statement itself.

THREE SONNETS

BY C. F. LLOYD

MOONRISE

THE haze-dimmed glory of the eastern sky
Thrills to a pure intensity of light,
That brightens; as when in the mind a shy,
Half-captured thought breaks into splendid flight.
To float in clear, unclouded majesty;
As now you witch in robe of pallid flame,
Transfigures night and dresses every tree
In chastened beauty for some faery game.
So, long ago, within a Grecian cave,
Endymion, sleeping 'mid his woolly flock,
Felt on his lips the icy kiss that gave
The immortality which worldlings mock;
Thrilled to his heart's red core with passion, then
Was seen no more by eyes of mortal men.

PROMISE

FAIR girl, if one who must in beauty find
Hints of a lordlier nature than we know,
A finer flower to which the soul may grow,
When flesh has been subdued by nobler mind,
Should offer you this rose of verse, be kind;
Keep it as you might keep a flower; I owe

You thus much thanks for beauty you bestow,
Unconscious of your gift, for use designed.
Walking one April morning in a wood,
I saw, amid tall plants of earthy grain,
One flower of such ethereal purity
That, as by God revealed, I understood
Why just to see some faces is pure gain;
Through them we touch the race that yet may be.

RELEASE

WHEN I become the thing that fools despise,
And, "dust to dust," be something more than words,
And all the clean delight of ears and eyes
In Protean beauty and the songs of birds,
Be an old, dusty volume laid away
In the vast archives of forgotten races,
Where the brave rose of passionate yesterday
Still lends a hectic glow to spectral faces:
Then may my Father's many mansions be
Familiar to my feet as trails long known,
And apprehension in an instant see
What three score years and ten had never shown:
Oft from a child we take, that we may give,
So, losing life, we then may truly live.

NOTHING TO WORRY ABOUT

BY MARY LOWREY ROSS

AMY is a part-Persian with the finer strain predominating. In winter time, especially, her ruff and tail are magnificent. She looks proud and distant, but she is really very amiable and a great pleasure to have around. She is perfectly self-contained and so are we. She lets us alone and we let her alone.

My friend, Miss A., is no cat-lover and has never felt the slightest sympathy towards Amy. "Why do you let her on the good chairs?" she asks me, and "Why do you let her bring her bone on the rug?" and "Why do you call her Amy?"

"Why is she always scratching herself?" she said recently.

"She likes it," I said, "it gives her something to do." There weren't any mice to catch any more, and every time she got a bird one of the neighbors popped out and took it away from her. "This way she gets exercise and excitement and all the natural pleasures of the chase," I said.

We sat looking at Amy who was pretending to lick but was actually stalking. She licked and hunted alternately. All cats do this and there was no occasion for Miss A. to shudder. But she did shudder. "You can have her," she said. "I wouldn't have one around the place."

I PULVED Amy thoroughly after Miss A. left. When about a week later she dropped in again, Amy was lying in front of the fire, lying stretched out on her side, relaxed and at peace from tip to tail and looking like a cat that had been hit by a motor car.

I waited till Miss A. had finished her second cigarette, then I said casually, "Have you noticed anything since you came in?"

"I certainly have," Miss A. said.

"Amy hasn't scratched once," I said.

Miss A. laughed unpleasantly. "Amy hasn't. But I have; several times. And so have you."

I was shocked. It was the late mosquito season, I said, following on the long, warm fall. I'd read about it in the paper. That was before the frosts, Miss A. said. She leaned over suddenly and twitched at her ankle. Then she sat up looking excited and stern. "I'm speaking to you as a friend," she said melodramatically, "this house is absolutely invaded."

WE HAD to believe it in the end. Visitors would come in and, as visitors do, would make straight for the best chair, which was naturally Amy's chair. I would sit on the edge of mine watching them, waiting with a sort of horrified fascination for the inevitable start, the polite bewilderment, and then, under cover of the conversation, the hurried furtive attention. We began keeping Amy down cellar and out in the garden, which was both snobbish and silly; it was really Amy who should have been avoiding us. Amy had always had the run of the house, sleeping on any chair she fancied, drinking out of the vases and stretching herself before the fire or on the lower shelf of the tea-wagon. She felt her ostracism, and it hurt her feelings badly. She used to come up to my room from the cellar and lie outside the closed door making little toy sounds like a rubber animal that had been stepped on. I read up everything I could; the cat book and the Household Adviser, and government pamphlets and even the Encyclopedia Britannica, but none of them had anything to say about it. Finally I telephoned the veterinary, and put the problem up to him.

It happened occasionally, though rarely, he said. "Fleas do sometimes desert the animal. You had better bring her in."

"But there's no use bringing her in," I said, "the fleas have already deserted the animal."

"I see," he said. "Then you had better wash off all the surfaces of the floor and furniture with a mild solution of carbolic and disinfect the upholstery."

"Will that do any good?" I asked.

"It might," he said. "It's a very serious condition, you know. Sometimes people have to move right out of the house."

But we couldn't move out of the house. We had in all our winter coal. Besides, the property was entailed.

"You had better bring the animal in," he said. I hung up. "You'd better get rid of Amy," said Miss A. who was standing by.

"I'm not going to bring the animal in and I'm not going to get rid of Amy," I said. I was pretty mad by this time. It was all a sign of our weak, silly civilization that we couldn't stand a few fleas, I told Miss A. The Romans probably had fleas and that was why they were able to conquer Gaul. It was likely fleas that stimulated the Greeks. The Russians, I said, are a magnificent nation, and everyone knows about Russian fleas. The Chinese—

"But what are you going to do about it?" Miss A. asked.

"Not a single thing!" I said. I opened the cellar door and let Amy out and put the telephone on the floor for her to play with, because she likes to amuse herself occasionally with dialling. "Anyway," I said, "we'll soon find out who are our fair weather friends."

As it turned out, Miss A. was one of our fair weather friends. She turned up again a few days later. Amy, who was sitting on the best chair, got up, made a court curtsy and then sat down again and began whirring at the back of her ear with her left foot.

"How's everything?" Miss A. asked.

"Everything's fine," I said and waved a hand. "You can sit anywhere you like."

Miss A. looked round cautiously, then went over to a corner and sat down on a rather spare Windsor chair. "How did it happen?" she asked.

It was quite simple, I told her. I just gave Amy the run of the house and let things take their natural course. Miss A. said how interesting, and looked at Amy with her old distaste. "You ought to give her a bath just the same," she said.

Amy, who understands everything perfectly, sat up at that and began to wash her face. She finished her face, and curving her paws, did behind her ears. Then tipping her head back and stretching her tongue as far as possible she went over her chest and under her chin. It was a complicated performance and very touching and complete. I looked hopefully at Miss A. "Heavens!" she said, "I wouldn't have one of them round the place!"

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our larger cities to make the best of their natural advantages. We do not think that the average alderman or controller is qualified to make much contribution to this task. But a committee of citizens, some of them at least being persons of leisure and with a substantial stake in the community, should be able after taking the advice of experts to formulate a city plan which could in the main be adhered to for a generation or two, and which should make the city for which it is designed a much safer, a much healthier, and a much pleasanter place in which to live and work.

CANADA AND THE LEAGUE

IF IT is desirable that the League of Nations should succeed in blinding Signor Mussolini with an appearance of greater unanimity among its members on the subject of sanctions and their enforcement than really exists, then the statement issued by Mr. Lapointe over the week-end is to be regretted. Upon any other assumption, we cannot see that there is much ground for complaint about it. Since it affirms the full intention of the government to "take the necessary steps to secure the effective application of the economic sanctions against Italy proposed by the co-ordination committee," it does not withdraw the Dominion from any undertaking to which she was previously committed. The question of Canada's responsibility for the initiation of some of the more extreme forms of sanction is purely academic, except in regard to the internal politics of this country, where an appearance of an excess of zeal would win for the government the pronounced hostility of a considerable section of the electorate, and practically no additional support from other sections.

WHERE CANADA STANDS

THE really important part of Mr. Lapointe's statement is that which warns the League, and incidentally informs the Italians, that there is no possibility of the Canadian government considering itself obligated to back up its enforcement of sanctions by the use of force. In giving this warning the government is merely communicating to its associates in the League a fact concerning the attitude and feelings of the Canadian people as a whole, which is, we imagine, perfectly familiar to everyone who has made any study of the subject.

The majority of the people of this country—a very considerable majority, we think,—have no intention of getting themselves embroiled in a conflict which they rightly or wrongly consider as being the special and peculiar business of the continent of Europe. For ourselves, we think that they are wrong; we think that the League of Nations, when it has a clear case of violation of its covenants to deal with, is deserving of the support of all its members, and should have the support of civilized nations which are not its members, not only in the application of economic measures, but also in the application of force if that should become a necessary consequence; we think that the attitude of the Canadian people is far too greatly influenced by that of the adjacent United States.

The Americans, by way of exculpating themselves from their sense of responsibility for boycotting the League, have convinced themselves that that institution is merely a piece of machinery for promoting the ends of the British Empire or France as the case may be. This idea, and other theories equally critical of the League's policies, has become widespread among the Canadian people; and no Canadian government which called upon them for any really serious sacrifices in the present situation would meet with anything but their vigorous disapproval. This fact was perfectly understood, and publicly admitted, by both political leaders during the recent campaign.

As the Montreal *Star* remarks, Dr. Riddell when he proposed the oil sanction, "knew that not only the present Canadian government but also the late government were committed against being drawn into war over present difficulties in Europe, and that, in any case, this government would not go to war without consulting Parliament." Mr. Lapointe, therefore, is doing no more than making clear the position of his government, and that position does not differ in any important respect from the position of the government which preceded it. Nor does it differ in any substantial respect from the position of the great majority of the Canadian people. It is possible to criticize it on the grounds that the position

MR. PIERCE'S SHOPPING

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got for Myra down at the counter. You wait—I'll be right back." She darted away.

The little room was momentarily deserted. A fine sweat broke out on Mr. Pierce's lip. What was he doing here, caught in a mesh of cobwebby feminine underthings?

"Something I could show Monsieur?"

HIS eyes swerved guiltily from a black chiffon nightgown to the sleek satin-clad figure at his side. The Frenchwoman's eyebrows rose in appreciation as she noted the contents of the case before him. "Ah! Monsieur 'as taste! You wish to see them closer, perhaps?"

At the unlooked-for homage, Mr. Pierce felt completely lordly. "Don't bother," he said. "I'll take them."

The saleslady's voice was husky and confidential. "Monsieur knows 'ow to please a woman."

Mr. Pierce set down his parcels and reached for his billfold.

"Only fifty dollar, Monsieur. A bargain."

Mr. Pierce gulped, but he handed her five ten-dollar bills with an air that approached nonchalance. "You're right," he agreed.

"And where shall I send them?" Her pencil was poised.

Mr. Pierce remembered the overworked delivery men. "Never mind," he said. "I'll take them with me."



WHO'S WHO

—Cartoon by Straube, London, England.

of the Canadian people should not have been made clear at this particular moment of time. We do not think it is possible to criticize it successfully upon any other ground.

Our ideals as to what we should like the League of Nations to be, what we should like the relationship of Canada to the League to be, and what we should like the Italians to believe these things to be, have nothing to do with the present case. Things are what they are, and the degree of Canada's possible co-operation with the League is what it is and no more; and we can see no object in concealing the facts from ourselves, and not very much in trying to conceal them from the Italians.

THE OLYMPIC GAMES

IT WOULD, we think, have been regrettable if Canada had abstained from participating in the Olympic Games because they are being held in Germany. If they went to Abyssinia we should not abstain from participating in them because of the existence of slavery, and if they went to Texas we should not abstain because of the existence of lynching. At the same time we shall not feel greatly distressed if the showing which Canada makes is not quite up to what would be our expectations under different circumstances. There must be a considerable number of Canadian sportsmen who feel disinclined to participate in events which are held under the sign of the swastika; and we do not think that their objections can be held as unpatriotic to Canada. If then our representation is not quite as strong as it would be if the contests were being held, say, in France, something of the same kind will probably be true of all the other participants except the Germans. In fact, Germany ought to make a very good showing indeed in the Olympic Games, if it were not for the fact that they can scarcely count on the unqualified devotion of all their Jewish born athletes.

GOVERNMENT HOUSE

EVEN while we were going to press last week with our expression of regret that the Provincial Government of Ontario has been unable to arrive at any sensible policy regarding its behavior toward Government House, the reception at that place in honor of Their Excellencies, the new Governor-General and Lady Tweedsmuir, was being graced by the presence of the Acting Premier of Ontario, Mr. Harry C. Nixon, and Mr. Arthur G. Slaght, K.C., M.P., who is generally credited with having a good deal to say about what goes on at Queen's Park. We trust that this is the beginning of a period of greater common sense, but we are not absolutely convinced. Mr. Nixon is the Acting Premier, but he is not a Liberal; he is a Progressive. Mr. Slaght is a good hard-working Liberal, but he is not in the Provincial Legislature, but in the Dominion House of Commons. No other members of the Ontario Cabinet, and only one or two notoriously independent Liberals in the Ontario Legislature, were present at the function. We cannot say that these circumstances seemed to diminish in any way the success of the reception, which was one of the most enjoyable functions that

have taken place at Government House since Dr. Bruce became Lieutenant-Governor. At first sight it may appear strange that the Socialists, who were well represented in the person of Mayor Simpson, should be less hostile to the institution of Government House than the Liberals; but we have long felt that the Socialists are just as aristocratic in their way as the Tories, the chief difference between them being that the Socialists want to found a new aristocracy and the Tories want to maintain the old one.

LORD TWEEDSMUIR

CANADA'S new Governor-General has by this time doubtless recovered from the strain of his hectic week in Toronto and has begun to sort out his impressions of his welcome to the city; Toronto on the other hand has already made up its mind that it definitely likes John Buchan. The task to which he has set his hand, that of establishing the proper position of the representative of the King's person in Canada, is no easy one, nor has it been made more easy by happenings of recent years. And, whether or not we admit it, Canadians are a difficult people to please. So it is that first impressions are important, and in the case of His Excellency's visit to Toronto the result has been most happy. Lord Tweedsmuir has poise; he has that rare ability to combine naturalness and informality without at any time detracting from the dignity of his high office. It is significant that many Toronto citizens are relating to each other some little incident of His Excellency's stay and the central point of each story deals with the ease and sincerity which mark a definite and friendly personality. There is no effort in Lord Tweedsmuir's charm of manner; no artificiality of incident such as marked the great attempt to "humanize Hoover." The King's new representative is interested and he is amiable; it is safe to say that in the whole of Canada, as in Toronto, he will find quick reciprocation from Canadians.

And on the more serious side, his first addresses in the East, particularly at McGill and the University of Toronto, have occasioned widespread interest and approval. Lord Tweedsmuir does not content himself with the platitudes which so often serve on such occasions; he is a serious thinker, he has something to say and he does not hesitate to say it. His advice should be of real value to a country which still has to face social and economic problems of the first magnitude. It is more than possible that the office of Governor-General may take on a new importance to the people of Canada. And when in that office we find a man who is readily likeable, the way to five years of official life has already been definitely smoothed.

A SELLING DEVICE

THE latest American device for overcoming the sales resistance, which is naturally strong, of possible purchasers of encyclopedias in several volumes, is to represent to the prospective customer that what is really desired is not his money but his endorsement of the work in question, and to sign him up for an annual sum running over several years which is explained as being a service charge for something that the publishers are going to do for him later on. A surprisingly large number of Canadian citizens of prominence and intelligence have been persuaded to accept "gift" encyclopedias on these terms, and we ourselves have on one or two occasions only escaped by the flimsy argument that endorsing things, outside of the columns of SATURDAY NIGHT, was contrary to our professional practice.

We are glad to note that a Toronto citizen, having come to the conclusion that the price which he is paying for the "service" on his encyclopedia is quite as much as the encyclopedia and the service together are worth, is allowing himself to be sued by the publishers for nonpayment of his annual instalments. We have no idea whatever whether his claim is good in law; but we are strongly in favor of having its goodness tested by legal procedure. We can understand that the endorsement of a few really prominent and expert Canadians might be useful to the publisher of an American encyclopedia endeavoring to market it in this country. Persons of this kind, with a proper sense of their responsibility, would almost certainly be willing to grant the endorsement without expecting any compensation for it in the shape of a reduced price. Most of them have money enough to buy an encyclopedia at its proper commercial price, if they happen to stand in need of one. It is a good thing that the public should have an opportunity to realize that this privilege of "endorsing" encyclopedias and similar works, and of paying for them at a supposedly reduced although still substantial price, is distributed somewhat more widely than they would probably be disposed to imagine; and that some at least of the recipients are not convinced of the value of the privilege.

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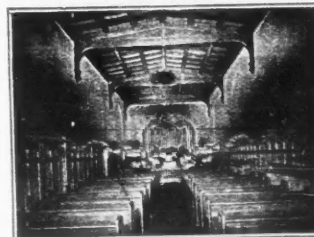
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THE RURAL CHILD

BY RUBY J. MEGGS

THE results will soon be published. One of the recent survey of educational affairs undertaken by the Ontario Council of Education in 1914. We attended one of these sessions, which dealt mostly with rural problems and, at the end of the long day, two impressions remain indelibly imprinted on our minds. The first was the immense patience of the committee and the other was the utter selfishness of the members who had traveled to this meeting with the purpose of impressing their own ideas upon the minds of the others, viz., the retention of the obsolete "Little Red Schoolhouse" at all costs. The majority of these men seemed to have absolutely no thought for the higher education of the rural child and it was very apparent they considered secondary education a "fill" that was to be dispensed with entirely. Finally, they all appeared to be suffering from a common malady, which I will term "School-tax-envy" (If I may be allowed to coin a word.)

be applied to both a word.

Concerning the second step regarding the formation of Township Boards for country areas, this may be all right in a few sections but it would be absolutely useless for the back concessions. A County Board or a still larger unit of administration is infinitely preferable. We have talked to many educationists who have an intimate understanding of rural conditions. They have all declared that it is not at all more desirable, on account of the back areas, to have men and women in rural areas, with the necessary foresight and knowledge, who are capable of administering a Township Board efficiently.

The system advocated in British Columbia by Mr. H. B. Kinsman regarding the administration of Rural School Areas is the best one so far that we have seen. It appears to be a real reform and one which should give the rural areas a balanced educational administration, with far reaching benefits for the rural child. Ontario would do well to profit by this reform.

IN ADVOCATING radical changes for Rural Schools, we do not overlook the fact that the urban areas need overhauling as well. The schools of our large centres have become so many educational factories, where individual training is lost sight of completely. But when this house-clearing is completed, the best buildings, equipment and best teachers will have to start afresh. In the rural areas, we have practically none of these assets to help us establish a comeback to a progressive educational standard, which makes so necessary a complete reform of administration. We must have a vision of an entirely new type of Rural School; not merely a consolidated area or a city school transplanted in the country.

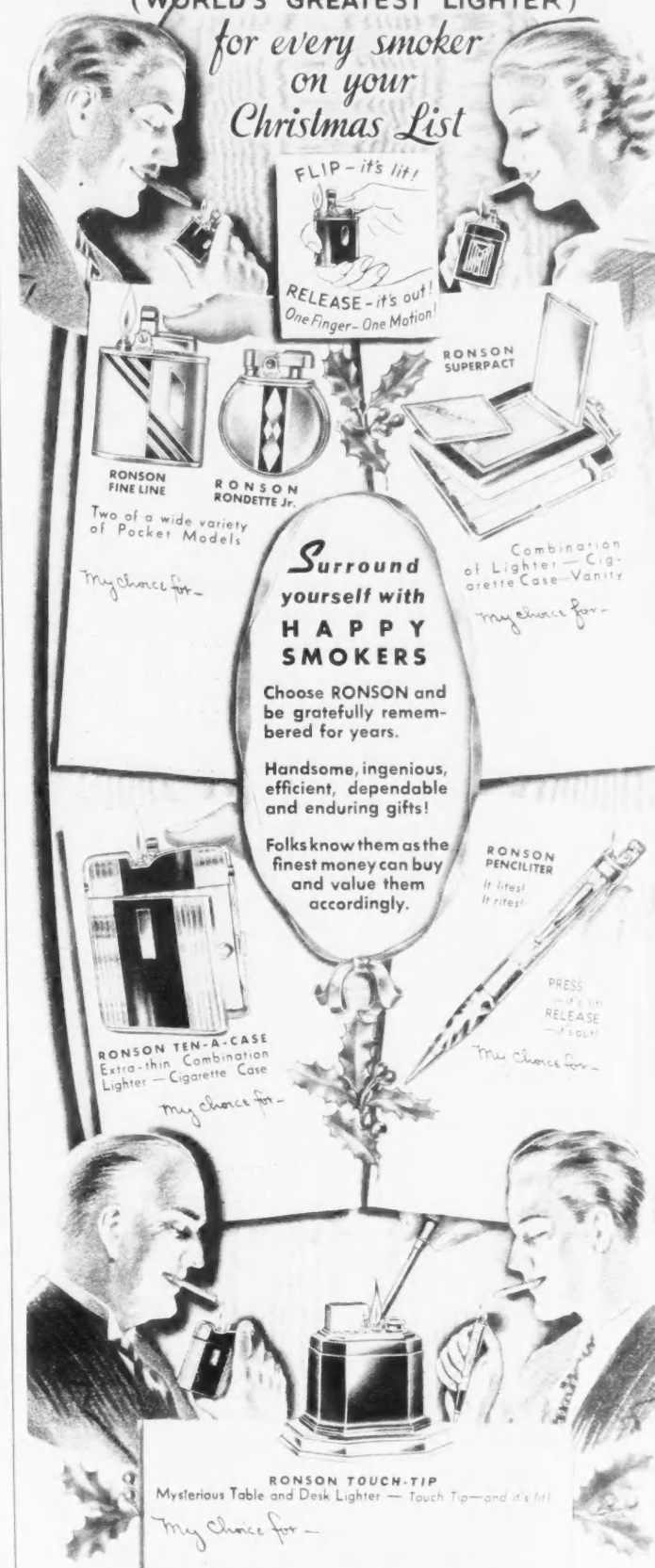
In adding to the idea of a new type of school for Rural Canada, I would emphasize that this school would be fundamentally an Agricultural School, to develop both man and brain at the same time. If this Canada of ours is to progress as it should, we must develop our rural areas through such a school along physical, cultural and spiritual lines, thus making the country an ideal habitation for mankind. This would relieve the congested urban centres and solve many social and economic problems which are so vexing our administrative bodies. In all probability, we have at the present time, the finest personnel in the Department of Education since the days of Eberharterson. Let us make all our work for the benefit of the urban and rural areas combined must realize the great work they have in hand, that is, to build an institution "so excellent in art and still so rising, that Christ himself shall speak their praise."

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THE FILM PARADE

BY MARY LOWREY ROSS

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THE crowd waiting to see "Mutiny on the Bounty" on opening day stretched half way to the corner and threatened to complicate traffic. No doubt many of the members of the line-up had read the Hall-Nordhoff accounts of the great sea-epic, and many more knew it by hearsay; but some I imagine were drawn simply by the curious excitement that such a film-event sets up by itself without the assistance of publicity-mongers. It proved to be quite as remarkable as the anticipations it had roused, and well worth waiting for in the early winter drizzle. Even without Charles Laughton it would have been a wonderful sight to see, with its angled masts and billowing shrouds and rolling sea-scapes. Hollywood has done all these things before, however, though never quite so well. But even Charles Laughton himself has never achieved anything so memorable as his Captain Bligh, the most savage and complicated scoundrel ever put down on celluloid. His Captain Bligh is degraded and magnificent, forthright and hypocritical, always less or more than human, such a complex of violent contradictions as could only be found, under special circumstances, in real life. Sensitive people had better be warned that the special circumstances are set forth for us in "Mutiny on the Bounty" as unspooling as possible. Floggings, blooded backs and faces, scurvy, mazzots—the audience isn't let off anything. No doubt these things are necessary if we are to experience our reward: the strange creeping of the flesh that announces the quiet emergence of the awful Captain Bligh. I felt that the episodes aboard the Bounty might, however, have been curtailed a little, most of us knew before the ship pulled out of Portsmouth the sort of seaman we had to deal with, and were all for mutiny long before the Bounty had rounded the Horn. With the voyage out shortened a little there would have been more time to expand the central drama—Captain Bligh's magnificent navigation of his small, open boat across four thousand miles of sea. The picture goes out of its way to reveal him as a monster. His qualities as a seaman, and here are relatively slighted.

Clark Gable as the high-minded leader of the mutineers and Fanelet Tane as the loyal midshipman, gave sympathetic and effective performance without, however, making you feel that you had never seen their like before—probably one such performance is all that any picture can reasonably take. In view of Bligh's subsequent career, the end of the picture's faulty snubbing by the British Admiralty, was neither convincing nor historical. Actually Bligh was shortly afterwards made an admiral himself and lived to transplant his bread-fruit trees and to undergo another mutiny, his own soldiers taking his colonial governorship away from him and holding him prisoner for two years. A bad lot if ever there was one, but a great pleasure to meet on the screen, however adverse you might feel to mutinying with him below decks.

"Good-bye, Mr. Chips" is said to be Charles Laughton's next assignment and it will be interesting to see him make the transition from the detestable Bligh to the admirable Chips. I hope he doesn't carry it too far. A touch of quiet stardom would do Mr. Chips a world of good.

I NEVER thought to see the day when I would regret the absence of Mr. George Arliss from a picture. Yet there were plenty of moments in "The Three Musketeers" when I missed him. The Arliss composition in handling historical intrigue, the Arliss ease and pleasure in fancy dress, even the indispensable Arliss air. In fact I found myself admiring Mr. Arliss much more enthusiastically in "The

Three Musketeers," in which he doesn't appear, than I ordinarily do in pictures where he is actually present. What an historical film must have, apparently, is a fully authoritative central figure. Walter Abel's d'Artagnan was a big, eager, school-boy who managed to survive his adventures not because of his wits but because of the remarkable inability of his enemies to see any further than their noses. Even more disconcerting was the casting of the polite and diffident Paul Lukas as Athos—or was it Porthos? "The Three Musketeers" belongs to the school-treat type of historical drama and should properly have been saved for the Christmas holiday trade.

MUSIC

BY CHRISTOPHER WOOD

IT WOULD be difficult to say too much in praise and admiration of the playing of William Primrose, who was the assisting artist with the Toronto Symphony Orchestra on Tuesday, November 26th. Never before in Toronto has been heard viola playing of this high order, fit to rank with the greatest of violin and cello playing. In the first movement of the Handel Concerto the astounding facility of technique and the vigor and beauty of tone left one gasping. But having grown to accept these qualities as a matter of course, for the last two movements one could listen and appreciate to the full the consummate artistry with which the music was played; how each note was subordinate to the beauty of the phrase, and how each phrase was inevitably a part of the whole, as the glowing threads of Cloth of Gold are woven into one sheet of shimmering loveliness. When a player can make the listeners forget all about him and be conscious of nothing but the music, that player is, in the strictest sense of the word, an artist. Such is William Primrose. Even in Dale's rather tedious Romance for Viola and Orchestra—an early work, the typical "Romance" theme with its improbable harmonies never became actually boring in spite of its inordinate length. As an encore after this Mr. Primrose played the two Bourées from the cello Suite in C by Bach.

The Mozart Symphony in G minor was the chief symphonic work of the evening. In performance this symphony, which is one of the loveliest of all Mozart's works, ranking with the "Jupiter" Symphony and the G minor Quintet, was rather rough, and the plianissimo passages were never soft enough. For Mozart's works demand the most meticulous treatment, and this one did not get it. Utava, a Symphonic Poem by Smetana, is a charming work of the kind one may listen to without over much thought, and is always pleased to do so. It was, perhaps, the best played number on the program. Following this was the Rhapsody, "A Shropshire Lad," based on Housman's poems by the English composer who was killed in the war, Butterworth. It is a genuinely beautiful and sincere work of art, enlarging and enriching the artistic mood of the poems. The concert ended with a really splendid performance of Strauss' "Till Eulenspiegel's Merry Pranks," with its tremendous gusto and pathos, narrated only by some extremely faulty intonation among the wood winds.

CONTRARY to the announcements, there were six performers in the Maple Leaf Gardens on Wednesday, November 27th: five pianists and one violinist. And of the six the violin was the most indefatigable. One or more of the others might rest for a few bars, but not the violin. It filled up all the gaps, commented belatedly on even the softest pianissimos and assisted the elimaxes in the most astonishing way. However, when one grew accus-



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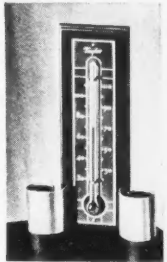
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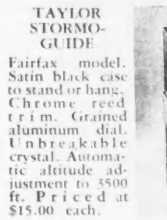
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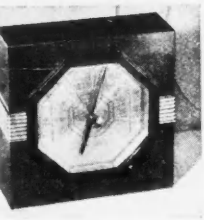
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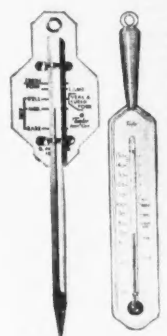
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55-59 YONGE STREET

tomed to listening through and around this assertive fellow, one found that the pianists were doing extremely good work, with evenness and clarity and an amazing amount of flexibility. The softer things, such as the Bach Invention and the Cyril Scott Lullaby, were the most satisfactory on the whole, but the climax of the Dance Infernal by Stravinsky was really thrilling. In any other place the audience would have looked enormous, but in the Maple Leaf Gardens it was distinctly sparse. A fuller house might have checked the echo a bit too, though I rather doubt it, and the place is not at all suited to music. One would like to hear these five artists under better conditions.

A DELIGHTFULLY informal sort of concert was given in Massey Hall on November 28th by the Romilly Boy Singers. The leader or director, whose name did not appear on the program, explained or commented casually as he went along, and gathered the boys about him at the piano for each choral number as one might in a drawing-room. The solos were superior to the choral work, on the whole, for the balance of tone in the latter was not always good, and the pitch was not above suspicion. One was reminded of the remark—frequently quoted, and first enunciated by Kipling, I believe—that a team of crack players is not necessarily a crack team. But three out of the four soloists were excellent. Jackie Rees sang Mozart's "Tell Me, Fair Ladies" with a beautiful, clear, ringing tone that was sheer delight, the only fault being in enunciation, which was easily forgiven. After the intermission Isolan Roberts came off better than Billy Melvin, the Irishman in the pack—as regards choice of numbers, for he sang an old Welsh song, with beautiful phrasing and expression, giving the most maturely artistic performance of the evening. Billy Melvin, on the other hand, had only "Killarney" to work with, and it seems hardly worth while to bring a boy all the way from Wales to sing that, particularly a boy with such a superlatively lovely voice. For often enough has one heard a boy's voice called angelic, but never before have I heard one that so truly merited the adjective, and had it sung "John Brown's Body" one would have listened ecstatically to the enchantment. And as a salutary thought—all this celestial beauty was emitted from the throat of a small boy who looked as though he was a proper little devil at other times. Only one thing marred the program, and that was the violin playing. For although the four players did very creditably for Primary Grade students, or thereabouts, that is hardly a standard suitable for the concert hall. Also it might have sounded better if the violins had been tuned properly in the first place, as shortly after the opening of the first number four open E strings sounded as many different versions of the same.

THE Toronto Symphony Orchestra proved itself more than justified in reducing the prices for the Saturday afternoon concerts, as last week they played to an almost packed house. The first work was the ever charming overture, "The Merry Wives of Windsor," by Nicolai. It was the only number on the program which was played really well, for the orchestra had what an orchestra may have, off day. Not that anything was really badly done, but the standard of the orchestra's playing is now so high for a general feeling of not being up to scratch to be noticeable. Undoubtedly the highlight of the concert was Harvey Doney's singing of the Prologue from "I Paulel." Easily and clearly did his magnificent voice ring through the hall, completely dominating the orchestra even in the loudest climaxes. It was an excellent idea to sing this work in English, and Mr. Doney's diction is so beautifully clear that not a word was missed. It would be well if this singer could be heard again with the orchestra, as there is not a baritone in the city to touch him. The rest of the program consisted of an excerpt from Wagner's "Rheingold"—"The Entrance of the Gods into Valhalla"—and "Scheherazade" by Rimsky-Korsakoff. Walter Whitaker played the Concertino for Flute and Orchestra by Chaminade.

EDITH LORAND and her Hungarian orchestra fulfilled a return engagement by giving two concerts last Saturday. I should think the one on Saturday night was the only concert ever heard of that really started exactly on "time." Consequently a number of people were late, to the obvious annoyance of Miss Lorand. There is no doubt that she is a more than competent technician on the violin, and she has her orchestra of men remarkably "to heel" considering that at no time does she actually conduct them, but merely indicates with some bodily movements what she wants them to do. And in general they do it extremely well, with lots of verve and Gypsy fire. The genuine Hungarian works were much the best played, however. For Beethoven and Schubert, *inter alia* do not benefit greatly by being subjected to Hungarian treatment; indeed, one may say that they suffer considerably. But one need not judge a pearl harshly because it has a flaw or two in it.

OTHER EVENTS

HART HOUSE QUARTET

BY H. N. FRYE

THE reorganized Hart House Quartet opened its Toronto season in Hart House Theatre on November 30, playing the Mozart D Minor (K. 421), the Beethoven E Minor (Op. 29, No. 2) and the "Moods" of Mr. Warner. Of these the Beethoven provided the most satisfactory playing of the evening. The Razumovsky Quartets are typical middle-period Beethoven; they represent the composer passing over from the consolidation of his earlier work to the complete subjective conquest of form he attempted later on, and the first and last movements particularly show a continuous straining and stretching into larger rhythmic units. At times they are hammered into a rather thin texture, and it is possible to make too much of the



IN RECITAL. Lauritz Melchior, the noted tenor, who will appear at Eaton Auditorium on Dec. 12th.

sometimes barren and long-winded transitions between themes. In any case there seemed a slight disorganization about these movements less noticeable in the lovely lilting Adagio and the graceful Allegretto, with its Russian folk-tune neatly tucked in as a compliment to Beethoven's patron, which was perhaps the most successful part of the program. The Mozart, by contrast, seemed to be played rather from Beethoven's point of view; one might be inclined to raise an eyebrow at the romantic fervor supercharged on the Trio and some of the variations in the Finale. Nor were the dramatic pauses in the slow movement quite so impressive as they might have been, and it was only in the first movement that one caught the real clarity and grace of a Hart House Quartet performance of Mozart. Mr. Warner's pleasantly innocuous "Moods" gave us a light and witty interlude; this composer seems to be, like Sullivan, most successful when least serious. The parody of the improvising organist in the "Devotional" mood and the impassioned recitatives in the "Conceited" one were extremely amusing.

It is unnecessary to dwell on the completely satisfying balance and even distribution of tone sustained throughout. As the season advances, we may expect an increased fluency and spontaneity, less self-conscious accuracy, less sense of a metronome beat; in short, a season with a quartet well-known as one of the finest on the continent.

THE BACH SOCIETY

BY BERNARD PRESTON

THE Bach Society held its second event of the season on Thursday evening, November 28, at the Art Gallery of Toronto, when a gathering of somewhat impressive size for so special and private an organization listened absorbedly to some of the greatest music ever written, most of it exceedingly well played. The program began with the Minor Sonata for violin and piano, which has had but one or two hearings here at the most. It was discovered by Paul Kochanski, who has played it with Reginald Stewart at the keyboard, and the enterprising Mr. Stewart again played it on this evening, with Harry Neidell, of New York, as the violinist. This young artist, who will be remembered as having performed the Brahms Concerto at one of last summer's Promenade Concerts with such pronounced success, gave a scholarly reading of this sonata, showing it as a clear, brightly lit, and yet austere abstract; its four movements are named, in the early manner, Prelude, Adagio, Allemande and Gigue, respectively. Mr. Stewart in this was at his most pellucid, but with a clarity that took on the quality of warmth-giving sunlight. Much in the same vein, consistently enough, as in the sonata, was Mr. Neidell's playing next of the monumental Chaconne, in which all traditional standards are faithfully observed, if it be tradition to impart but little emotional portent to the work. As a further largess, the two musicians then united forces again to render the Cesar Franck, dedicated by the composer as a wedding present to Ysaye. On this occasion the same intellectual attitude may have kept the violinist's part from attaining such passion and loftiness as the *châle-d'oeuvre* can reach, but he brought out its outline very distinctly, unclouded by any sentimental mists, while plenty of color was supplied by the pianist. The next event announced by this steadily growing society is for Thursday, December 12, again at the Art Gallery, when Dr. Victor Lange will speak on "Bach and his Leipzig Environment," and Dorothy Allan Park will sing.

COMING EVENTS

AS A tribute to the memory of the late Colonel Sir Albert E. Gooderham, K.C.M.G., LL.D., a performance of Brahms' Requiem will be given in Massey Hall on Sunday afternoon, December 8th, at three o'clock, by the Toronto Conservatory Choir and the Toronto Symphony Orchestra, conducted by Sir Ernest MacMillan.

TWO great programs have been prepared by Sir Ernest MacMillan, brilliant conductor of the Toronto Symphony Orchestra, for the approaching concerts to be given in Massey Hall, Saturday afternoon and Tuesday evening.

For the popular Saturday Symphony concert, to be given Saturday afternoon at 2:30 sharp, Sir Ernest pays tribute to Finland's great patriot-composer, whose 70th anniversary is being celebrated by the entire world of music, by offering a program drawn from the works of Sibelius.

The Tuesday evening concert, to be played in Massey Hall, December 10th, and which will be the last con-

cert by the orchestra until the New Year, features an all-Wagner program, an event that is always favorably received by Toronto's music-loving public. The program for this greatly anticipated evening opens with "A Faust Overture," followed by "Siegfried Idyll," the Prelude to Act III from "Tristan and Isolde," and the Entrance of the Gods into Valhalla from "Des Rheingold." The second half embraces the Prelude from "Parsifal," the Good Friday music from "Parsifal," Siegfried's Rheinfahrt from "Götterdämmerung" and the Overture from "Tannhäuser."

ON SATURDAY evening, December 7th, at 8:30 in the Conservatory Concert Hall, the Conservatory String Quartet, Elie Spivak, Harold Samberg, Tom Brannan and Leo Smith, will give the third concert of their seventh series.

The guest artist is William Primrose, celebrated violist, of the late London String Quartet. Mr. Primrose created an extraordinary impression when he appeared as guest artist with the Toronto Symphony Orchestra last week.

The program opens with the Mozart Quartet in B flat major, known as the "Hunting Quartet," followed by the Sonata for viola and piano by the modern British composer, Arnold Bax. This sonata which Mr. Primrose will play, with Leo Brannan at the piano, is considered one of Bax's best works, and displays his Irish temperament. The program will conclude with a performance of the Brahms Quintet, G major Op. 111 for two violins, two violas and cello, in which Mr. Primrose will join the Conservatory String Quartet.

EMIL LUDWIG was born in Breslau, Germany, January 25th, 1881, the son of a celebrated ophthalmologist. His father's scientific work in behalf of public health caused the young man to take up the study of social welfare, but even the acquisition of a Doctorate of Jurisprudence could not kill his enthusiasm for literature. At fifteen he became interested in playwriting, and between the ages of twenty and thirty he wrote twelve plays, all in verse, six of which have been staged. Until he was thirty he had never written a word of prose for publication. Shortly before the World War he went to London as the correspondent of a German daily newspaper. After four years of newspaper work he gave it up to write books. He wrote novels at first and then turned to the field of biography where he achieved world-wide fame almost immediately. His "Napoleon," "Goethe," "Bismarck," "Hindenburg," and story of Masaryk of Czechoslovakia called "Defender of Democracy," are among the best-known books in the world. Most of them have been translated into more than a dozen languages, while some of them have been printed in twenty-four different tongues. Being human, Ludwig admits a distinct pleasure in reading his books translated into foreign languages.

Emil Ludwig will discuss the whole European situation in his timely and stirring lecture, "The Fate of Europe 1914-1940," which he will deliver at Massey Hall, Wednesday evening, Dec. 11th.

The BACHELOR'S CORNER



Christmas Hint...

One thing I always approve of is getting Christmas shopping done early. There's no more slovenly or thoughtless habit than that of leaving everything to the last minute rush. I'm going to do my bit for the poor, soon-to-be-harassed shopkeepers right now by letting my friends, male and female, know what I want for Christmas.

Or perhaps the grateful thousands of readers of these words of wisdom have guessed already.

Well, anyway it's good to get back to Christmas and

"IT'S GOOD TO GET BACK TO A 10c. CIGAR!"

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Cigar
10c
100% Havana Filler

In attractive Christmas wrappings for gift purposes.

WHAT ELSE CAN YOU GIVE A MAN

that he'll use every day and carry over his heart for life!

A Gift that Every Woman, Too, Will Joyfully Welcome. For This Revolutionary Pen Holds 102% More Ink—Shows When to Refill—Hence Ends Running Dry



This Christmas PARKER GIVES OUTRIGHT THIS SMART PLASKON UTILITY CASE

(for cigarettes, jewelry, or boutonniere) with the purchase of this Laminated Pearl Pen and Pencil Set

For this princely Christmas Special, go promptly to your favorite department store, pen shop, stationer's, jeweler's, or druggist's. Purchase one of the lovely Parker Vacuumatic Laminated Pearl Pen and Pencil Sets, and your dealer will mount this utterly new style creation in this permanent Plaskon Case, for which he will charge you absolutely nothing.

On receiving this handsome gift, your friend or loved one will merely

transfer the shimmering Pen and Pencil to pocket, handbag, or desk, and put to use the smart Plaskon Case as a cigarette box or jewel case. Made in Jet or African Brown with Ivory Plaskon lid—it's permanently strong, thoroughly durable, and extremely artistic and attractive. See illustration above.

So don't forget to ask for the famous "Parker" by name instead of for just "a fountain pen." For "Parker" is the name that your dear ones will look for on any gift Pen or Set—the name that will make them stand up and cheer on Christmas morn!

And remember that the Parker is the

only GENUINE Vacuumatic Pen—contains NO RUBBER INK SAC—NO LEVER-FILLER—NO SQUEEZE-ON PISTON PUMP—nothing to render it useless later. That's why it's MECHANICALLY PERFECT. Stop at the nearest pen counter—see why the marvelous new Parker Vacuumatic leads all Christmas lists. The Parker Fountain Pen Company, Limited, Toronto, Ont.



MADE IN CANADA

THE CONSUMER, THE CHAIN STORE AND THE PRODUCER

BY B. K. SANDWELL

AMONG the chief subjects of controversy in Canada in recent years has been one which may be stated in the form of the following question: Is it desirable, in the interests of the community at large, that certain types of retail business should be operated in small and disconnected units, rather than by large-scale organizations? From which follows the further question, when the matter comes into the sphere of legislation and taxation: Should the community, by means of the regulatory and tax-collecting powers of its various governments, extend special encouragement to such retail business when it is operated on a small scale, and correspondingly impose a handicap upon it when it is operated by large-scale organizations?

This question is not new. The present writer can distinctly remember taking part in a debate, as an undergraduate of Toronto University in the middle 'nineties, on the question of the relative merits of the small local retail store and of the departmental store which was then just beginning to be a serious competitor. Most of the economic arguments employed in this controversy are equally applicable whether the large-scale organization is of the type which operates under a single roof or whether it belongs to the more recently developed type which carries on a large number of small local businesses in many different places but all under a single management and control. The present article, and others of the series to which it belongs, will be devoted mainly to discussion of the latter type of organization, generally known as the chain store.

The displacement of small-scale business enterprise by large-scale business enterprise has been going on for a long time, and it is indeed one of the outstanding economic phenomena of the age. It must in all cases have involved a certain amount of hardship to those who were eliminated; but in most fields the benefits which it has conferred upon the community have been so obvious that the hardships of the eliminated have not attracted very much sympathy.

HOW BIG BUSINESS COMES

RAILWAYS in their early days were a few score at most a few hundred miles in length, and in order to transport oneself or one's goods for a distance of a thousand miles it was necessary to negotiate with a number of different railways under a number of different owners. The inconveniences and disadvantages of this system were so obvious that nobody has protested against the replacement of the small local railway owner by the great transcontinental systems.

It has been the same with manufacturing industry: the demand in Canada for protection against the product of "mass production" industry has not been based upon any dislike for mass production as such, but merely upon the fact that the Canadian market is not large enough to allow of mass production being carried on within the limits of the Dominion.

In connection with retail business, however, there has for a long time been a tendency to look upon the small retail dealer as a person of high value to the community, without bothering to inquire much into the efficiency of the service which he is rendering. Along with this has gone a tendency to fear the large-scale retailing organization, because of its supposed economic power and its alleged tendency to extract an unduly large profit for itself from other elements in the community. The popular name of the recent parliamentary commission, generally known as the Commission on Price Spreads and Mass Buying, is an evidence of this attitude of the public mind.

The mass-buying bill amounts to a charge that the economic power of the large retailing organizations gives them an unfair advantage, in dealing with the primary producers of the articles which they retail. The price spread also implies the charge that these organizations do not pass along a reasonable proportion of the results of this saving to the general public. The latter charge was seriously raised up in the proceedings of the Commission, with the suggestion that the large retail organizations were selling not too cheaply, but too cheaply, but the exploration for this apparent inconsistency was the least of their opponents that they were disposing this policy in order to eliminate the competition of smaller retailers and advance in the sphere of trade.

NO CHARGE OF TOO HIGH PRICES

THESE are certain allegations, involving both of these elements—the mass buying criticism and the Price Spread criticism—which are probably notorious in the mind of those who make them, but which it is desirable to bring out into the light of day for careful examination. Thus it is not seriously suggested by anybody that the prices charged by the chain store for a given quantity of goods plus a given measure of service are higher than those charged for the corresponding goods and service by their individual competitors.

The vices of the chain stores, if any, must therefore be found on the other end of their business. That is, they must consist in paying too little for the goods and labor that they buy, and also matter of fact this is the burden of most of the allegations concerning the behavior of the chain stores which were made before the Commission and which are constantly being repeated in the press and in political circles.

A few figures will be of considerable assistance in forming a clear and accurate picture of the situation in which the chain stores are operating in the Dominion of Canada. It is important, for example, to know what proportion of the total business in each type of retail operation is done by chain stores and what proportion by individual stores. In the grocery and meat business the chain stores do 23.21 per cent of the total business done by stores of that kind in the Dominion; in the grocery alone business the chain stores do 28.53 per cent. In the cities alone, as distinguished from small towns and rural places, the proportion is somewhat higher. In three cities the chain stores do more than 50 per cent of the total business; in three others they do more than 45 per cent, and in six others they do about 35 per cent. It is fairly obvious from these figures that the chain store, regarded as buyers of goods and labor, must do their purchasing in

competition with a much larger number of purchasers of other classes, mostly wholesalers, and substantial individual merchants.

Even if all the chains properly so called did their buying together as a single unit, it would not appear that they would enjoy any particular advantage as a result of the size of their order; but as a matter of fact the 33 per cent of the total grocery business which they enjoy is divided up among no less than 75 different chains (66 at the time of the census figures just quoted), all of whom are in active competition with one another for the purchase both of the goods which they distribute and of the labor which they employ in their distribution. There is nothing in these figures to suggest that the chain stores should be able to compel either the producer or the worker to sell them his goods or his labor at a lower price in comparable circumstances than he would charge to the independent store. In respect of the price paid for labor it is worth noting that the census statistics for the year 1930 showed that the average annual salary and wage paid to full time employees by the chain store was \$153 more per annum than the average wage paid in all stores including chains.

THE VITAL CONSIDERATION

AS REGARDS the purchase of goods, the price at which most of them are obtainable is influenced mainly by two considerations, the ability of the purchaser to pay cash, and the size of the transaction. In both of these respects the chain stores have naturally a large advantage over the small retail store. For that advantage, however, they have to pay a price. Their ability to pay cash is due to their possession of a substantial supply of working capital upon which, since it is provided by their shareholders or bondholders, they must necessarily pay an interest charge.

The real truth of the matter is that the ability of the chain store organization to sell at prices in competition with and frequently lower than those of the individual store is due to one single factor. The chain store, by the introduction of modern and scientifically devised methods of merchandising, has effected immense economies in the cost of the operation of transferring goods from the wholesaler or original producer to the final consumer. The first and most important of these economies is due to rapidity of turnover. The cost of keeping an article on the shelves of a retail store for six weeks when it could be sold at an average of two weeks is

not confined to the interest charge, which obviously in that case amounts to twice the whole cost of the interest on stocks carried in the more rapidly moving store. Not only does it require three times as much investment to carry the slow-moving stock as it does to carry the rapidly moving stock, but it also requires three times as much space in the store. Nor does the carrying of slow-moving goods in a store confer any benefit upon the clients of that store. On the other hand it subjects them to the risk of possible deterioration in the goods themselves.

HANDLING SLOW MOVING STOCK

WHEN chain stores first came into being, one of their major sources of economy was the virtual elimination of items of stock which did not sell readily. But as time passed the chains found that they could, by careful management and control of stock, carry items the demand for which was comparatively erratic and slow. Where ten cases had to be bought to secure a good price, a division of these among the various stores of the chain would enable, for example, three of the product being sent to one store; and if only one sale a week were secured the turnover would still be reasonably rapid.

This point is further illustrated in such an item as fancy styles of gloves. If the gloves are of French origin the merchant must buy a considerable quantity. The demand for special types of gloves in one store would be very small, but a spreading of the consignment over a number of stores, possibly in different cities, gives the consumer a wider range without subtracting from the profit possibilities to the chain merchant. Another illustration has to do with sizes of women's garments. The individual merchant cannot afford to stock many half sizes, small sizes or large sizes. But the chain can order these items in dozen lots and supply a few of each to a number of stores where there might be expected to be a demand.

Similar conditions apply in the food business. The individual merchant who desires to carry a wide range of goods must of necessity carry a larger inventory than does the individual chain store. The modern chain food store's warehouse has a special department the function of which is to open cases of goods as they come from the manufacturer or processor and to ship parts of cases to individual retail outlets as managers requisition for them. Thus the chain store has a larger variety of goods with a smaller inventory than would be possible for the

individual merchant, and the advantage of quantity purchase is retained, nevertheless.

Merchandising, particularly in those lines of business in which the chain store has been most successful, has of late years become largely a matter of managerial skill. This skill may find expression in a great number of different directions. The selection of a suitable location for the store is of the first importance, and it is in this respect that the chain stores are able to secure one of their greatest advantages. The designing of the store itself, outside and inside, with a view to the utmost efficiency of service and attractiveness of appearance, is another important matter. A wise purchasing policy is obviously of the highest importance, advertising is another matter which cannot profitably be left to the inexperienced amateur. The advantage of the chain store is that in all these and many other respects it is able to make a certain amount of managerial efficiency operate to good and valuable effect over a large area of territory and in a large number of different stores, whereas the individual store has to get along with such managerial skill as can be obtained within its limited scope.

It is by the use of these means that the real Price Spread—the price spread between comparable stages in the processes of production and distribution—has been actually reduced rather than increased by the chain stores.

CREDIT LOSSES ELIMINATED

NO REFERENCE has yet been made to one of the most substantial sources of economy to the chain stores—that which results from their refusal generally to extend credit to customers. The granting of credit to the customer in any retail business is a perfectly legitimate selling policy. But it is legitimate only if the granting of credit is a purely business arrangement between the merchant and his customer. In the days before chain stores, credit was granted without apparent discrimination by almost every merchant. The credit losses were high and the amount of working capital required to operate a business was excessive. Whether the retail merchant had the capital to carry his own customers, or whether he was carried by the wholesalers was not important; the fact remained that the accounts on the books of the retailer represented sizable sums which might have been invested otherwise by the merchant, or which would have kept within more reasonable bounds the size of bank advances required by the wholesaler.

The change brought about by the chain store has not been confined to the chain store, but has extended into the whole merchandising field—at least in foodstuffs. A very high proportion of foodstuffs now are retailed for cash only. This has reduced the cost of getting the goods from the producer to the consumer for the reason that less capital now is required to do this job.

Yet if one looks over the annual financial statements of the food chains, one finds that there is an item "accounts receivable" which is seemingly inconsistent with the vaunted claim of the chains that they sell for cash. But it is understood that almost all of these accounts receivable are foodstuffs advanced to municipalities on account of relief in the last five or six years. In some instances the chains, because of their financial strength, have been a factor in bridging a municipality over the period between the exhaustion of bank balances and payments on account of relief from provincial governments.

The student of this type of merchandising may suggest that the prevailing rule of cash-sales-only may in time be modified. But it is fairly certain that the customer never will be permitted to get back to the old system of long-term credit which contributed so much in other days to the cost of doing business.

SIZE NOT ALL IMPORTANT

THE idea that size alone is a very important advantage to the large-scale organization in buying in a competitive market seems to be exaggerated. The chain stores do not do their buying in direct competition with their retail competitors, unless those competitors are themselves organized in some kind of voluntary association. Most of their buying is done in competition with wholesale houses which are at least of comparable size and credit strength with the chains themselves. The chains are accused of adopting a "take it or leave it" attitude in regard to the offers which they make for the produce which they ultimately retail to the consumer; but it is very doubtful whether their attitude in this matter differs greatly from that of other purchasers on the same market. We have already seen that all the chains taken together constitute only a small fraction of the total retail outlets in Canada in their different lines, and their buying power is of course merely a reflection of their retailing ability. But it must not be forgotten that even that small fraction of the total buying power is divided up among a large number of different and rival organizations, and that the purchasing agents of these organizations are constantly in the liveliest competition the one with the other.

In regard to perishable goods coming on the market in large quantities, there seems little room for doubt that the chain store system has conferred an important new advantage upon the producer. The chain stores, by the rapidity of their distribution system and by their accurate knowledge of the capacity of the market which they can reach at retail, are able to undertake the disposal of quantities of perishable produce which would be extremely risky if handled in the ordinary way through a succession of wholesale and retail dealers.

SHOPPING DISTRICTS ARE MADE

THE question of the geographical effect of the chain store upon the distribution of retail business deserves an article to itself, but can be briefly discussed here. The necessity for rapid turnover compels the chain store to obtain a much larger volume of customers per day than would suffice for the purposes of the old-fashioned single retail store. For this reason the chain stores tend to produce a concentration of business, not in the middle of great cities, but in the centres of a large number of different districts in each city; and in the country

(Continued on Next Page)



BEFORE AND AFTER—A visualization of what the Chain Stores are doing for communities and districts is given by these two illustrations. Above is a St. Catherine Street East property, Montreal, bought early in 1931 by one of the Chains. Below is the new building erected on the site with fine store below and girls' rest rooms above. Neighboring merchants must benefit from the increased attractiveness of the district. Likewise landlords and property owners. The community must benefit from consequent increasing assessment values.

WHOLESALE "SPREAD" REDUCED

Advent of Chain Stores Brought Major Economy to Consumer by Lowering Cost of Handling

BY ROBERT CRAMPTON

SOMETIME prior to 1919 originated the story that the small boy knew not of grace-before-meat but was sure that his father always said "Go easy on the butter, kids, it's 40 cents a pound!"

It was in 1919 that a select committee of the House of Commons endeavored to discover just why the cost of living had got so far out of line with the earnings of ordinary people. Not so many sessions were held as were held of the price spreads committee, but the evidence, as preserved in the parliamentary library and other burial grounds, makes a thick bluebook.

AS IT WAS FIFTEEN YEARS AGO

Glancing through this archive, one finds a number of interesting historical facts. To enumerate:

1. The wholesale grocers were the bad boys in those days. They were the people accused of exacting too great a toll for passing the goods from producer to consumer.

2. Wholesalers who gave evidence were apparently unanimous in declaring that their minimum costs of doing business were from 11 to 12½ per cent. of the then high wholesale value of the commodities they handled.

3. The "regular" wholesalers in Ontario had an association the membership in which was severely restricted.

4. Any producer or manufacturer who desired to get his goods on the shelves of retailers could either market these through wholesalers or have his own travelling salesmen call on the retailers, but he could not sell both direct and through wholesalers.

5. The only exceptions to the above rule were two large department stores; that is, manufacturers would sell both to department stores and to wholesalers.

6. More than one wholesaler testified that the real profits, if any, in the wholesaling business was on the rise in prices of goods on hand, not on the regular turnover of goods from producer to retailer.

7. Inventories were much higher in relation to annual sales than under present conditions.

8. The retailer gave credit to all and sundry. The wholesaler, therefore, had to give credit to the retailer. Result: wholesalers' bank loans were, judging by today's standards, disproportionately high.

AS IT IS TODAY

It is possibly interesting to contrast conditions in those far off days of 1919, with conditions in, say, 1934. Again to enumerate:

1. The chain and department stores were the bad boys in 1934. Their crime was exacting so little toll between producer and consumer that competitors had difficulty in surviving. They also were accused of pounding down prices to producers, but it hardly can be said that this was proved in view of the decline in world-prices and the decline in commodities which are not handled in retail stores.

2. Between 1919 and 1934 the minimum wholesale expense was reduced from 10½ per cent. on the 1919 level of prices to as low as 1½ per cent. (or a possible average of 5 per cent.) in 1934 on the 1934 low level of prices. The real reduction, therefore, was greater than the percentage figures indicate. (For example 10½ expense on an item costing \$10.00 would be \$10.90; 5½ on the same item when it was worth \$6.00 to the producer would be 30c.)

3. There is now no wholesalers' association in Ontario the membership of which is exclusive.

4. Any producer or manufacturer now may sell direct to retailers without being penalized by wholesalers.

5. Chain stores and other retailers today have the same rights of purchase from producers and manufacturers as were restricted to two department stores in 1919.

6. No well-managed wholesale house and no chain store today speculates in commodities. That is, the profits, if any, are from the handling of goods and any profit or loss arising from change in values after purchase are entirely fortuitous.

7. Wholesalers, retailers and chain-stores today turn over their goods many more times per year than in 1919. This means that the consumer gets fresher goods. Lower prices are possible because today a greater volume of business can be done with less capital.

8. Today the consumer has been educated to pay cash for foodstuffs. And even where credit is given it is on a business basis of payment with promptitude once a week or once a month. This enables the retailer to take advantage of cash discounts to the wholesaler and the wholesaler can do more business with less bank accommodation and with fewer credit losses.

THE SPREAD IS REDUCED

IN THIS revolution in the method of distribution of foodstuffs the chain store had an important, if not an all-important, part. The revolution has been of great benefit to the consumer for the reason that today less of the consumer's dollar goes for the mere cost of distribution and more of it goes to the producer or manufacturer, than in 1919.

Just how important a part the chain stores had in bringing about these vital changes cannot be assessed with exactitude. Before there were many food chains in Canada there were attempts to break down the old rules. The old rules appeared to those on the inside as essential to the maintenance of a well-ordered business, and few in the business, probably, could see that a new system was inevitable—a new system which would eliminate the luxury, for instance, of armies of travelling salesmen picking up orders from retail grocers throughout the country.

The orthodox wholesalers in those days did not think well of a few other organizations which were attempting to break into the wholesale business by methods which, in one way or another, enabled the retailer to get his goods more cheaply than by other

methods. One such organization, for instance, was denied membership in the wholesale association, with its attendant rights, because it was suspected that the capital in the new enterprise was supplied by retailers who thus would share in the wholesale profit. Others were merely unorthodox wholesalers who succeeded or failed according to their ability and financial backing.

HOW ONE CHAIN STARTED

ONE of the largest of the present-day chain organizations came into being, it is stated by its founders, not because of any enmity toward the wholesalers but because it was necessary for the owners of the business to sell goods as cheaply as the department stores sold them. Thus came to Canada the self-serve type of grocery store. It cut internal operating costs but it did not eliminate the wholesaler.

At about the same time, another organization grew up in Eastern Canada which sought to sell to the consumer more cheaply by eliminating unnecessary wholesale and other expenses rather than by building up a high volume of business per store. This organization, as it became a more and more important buyer, met with considerable success.

The old-style of wholesaler met defeat in the few years following the precipitate drop in commodity prices after 1920. One after another of the manufacturers and producers gave all large buyers the same privileges as to buying as formerly had been accorded exclusively to regular wholesalers and to two department stores. By 1927 the change had become complete.

The combined attack of various types or

BUYING CENTRES MADE BY CHAINS

Consumers, Other Merchants, Property Owners—All Benefit From Magnetic Power of Chain Stores

BY JOHN C. KERKWOOD

WHERE a chain-store organization locates a store is of first-class importance to owners of contiguous or nearby property, for real estate values rise in that immediate neighborhood as a consequence of the presence and operations of chain stores. Chain stores are attractors of trade; consumers in increasing numbers do their shopping where energetic chain stores are. Other stores derive benefit from the congregation of shoppers in districts where chain stores, of various classifications (food, variety, apparel, for example), locate themselves. Live independent retailers, far from having reason to be terrified by chain-store competition, actually benefit when chain stores multiply the number of shoppers in their district. Chain stores tend to stabilize property values in their vicinity. Also, there is this consideration: since property values increase, so, too, do their assessment valuations, which means more income for the municipality from taxation—and where is the municipality which needs not more income?

When it comes to buying the properties where they locate themselves, chain-store organizations are canny and cautious. The general practice is to rent rather than buy. Obviously purchase means the investment of capital. Thus, suppose that a chain-store organization plans to open 10 new stores. Now if it bought the properties to be occupied, as much as \$250,000 might be required, to say nothing of the costs of fitting up the stores. So it may seem wiser and even necessary to rent rather than to buy. Again, it may be prudent to rent pending the development of a chance to buy at a bargain. Thus, one chain-store organization bought for \$60,000 a property which cost the seller \$150,000 only a few years before. Property owners, when they learn that a chain store is to be established in their neighborhood, are apt to jump the price of a possible site; so it is often astuteness to defer purchasing.

Occasionally it happens that a town or a location in a town or city loses its original value as a consequence of some unforeseeable circumstance; in which case the landlord suffers. Thus, an important industrial firm, with a large weekly payroll, may fail or move to a new place, with heavy loss to all those deriving income from its workers and operations. Or the upsetting cause may be a tariff change, or a merger, or a decline in the demand for the factory's class of product. As against the possibility of an adverse development has to be placed the possible sudden enhancement of value of a town or a site to a chain-store unit, due to the coming of a new industry, or the opening of new highways, or a housing project.

The big chains have men in their service whose special and main business is investigating towns and cities as "possibles," and then the best location for the store to be started. Some of the things inquired into are:

1. The principal industries in the town or city. These industries should be well diversified. A community depending on only one or two industries may be dangerous. Thus, if a strike should occur, then the mainstay of the community's purchasing power would be disastrously injured.

2. Are the industries of a wasting kind, or is there the good prospect of their permanency and growth?

Many a town and city in this country depended in its early days for its prosperity on the lumber industry. Then, as the near-by forests were levelled, local prosperity waned. Similarly in the case of mining towns: one or two of them have shrunk from a robust condition because the mine or mines which gave them birth and sustenance became exhausted or unprofitable to

organization on the older type of wholesaling was certain to have its effect. But it has not eliminated the wholesaler. Neither has it eliminated the small retailer. Both went through trying years of change, experiment and tribulation. But both by valiant efforts have come back to the position where one Ontario wholesale grocery company is reputed to be the greatest of mass buyers of foodstuffs in Canada. Mergers, economies, organization of retailers into advertising and buying groups, and the elimination of frills has put the wholesaler in better financial position today, probably, than ever before in his history.

CASH BUYING A GREAT HELP

A MAJOR part of the credit for this change, it is safe to say, belongs to the chain store. Some, too, to the "irregular" wholesalers who launched the attack before the chains arrived. Much of the credit must go to the wholesale trade itself which, in those years of difficulty, were without any such protection as a favorable tariff would give to a manufacturer but which by patience, persistence and ingenuity, has brought the business back to its old level of prosperity and sent it forward to new heights.

Education of the public to cash buying has been a great help. But that educative effort was successful, probably, largely because the fall in commodity prices after the war and the lesser fall in wage levels gave the people of this nation a greater supply of cash than had been known before. That cash, whether in the form of currency or in bank deposits, was a result of monetary changes initiated in the first instance to enable Canada to finance its share of the war expenditure.

Thus the chain store and the other agencies which brought these changes for the benefit of the consumer came at a time when victory was feasible. And the very reform that has been attained is the reform which today makes it possible for the small merchant to meet chain and department store competition with a greater degree of equality than in the days when department stores not only sold enormous amounts of groceries in the cities in which they operated, but also did a great mail order business in commodities which today no consumer would think of going farther than the nearest neighborhood store to purchase.

work. Generally speaking, Canadian chains have faith in the long life of Canada's mining towns; yet the consideration of the life of existing mines—of the probability of new mines developing—is ever present when the opening of a new store in a mining camp is up for decision.

3. How are existing factories financed? Are or were they "wild-cat" enterprises? Are they efficiently managed? What has been their operating and profit-making history for the past ten years or so?

4. Has the town or city an equitable all-the-year round trade? Towns and cities depending heavily on tourist trade or on schools and colleges have an uneven prosperity.

5. What has been the history of population growth over a period of 10-20 years? Has population shrunk, remained steady, or grown?

6. What are the transportation facilities—railways, street car and bus services, and highways? Do these transportation services and do the highways supply the town or city with a large non-residential body of customers?

7. Is the town or city, regarded as a trading centre, advantaged or disadvantaged by its proximity to competitive towns or cities? How is the community being served by existing stores? Are there obvious openings for more stores, or for a vigorously-conducted store?

8. What is the character of the agriculture in the adjacent and tributary rural districts? Is the region a one-crop district—tobacco, or sugar-beets, or wheat, or fruit or vegetables, for example?

9. Has the community one or more strong local newspapers?

10. Perhaps most important considerations are these, for a great many stores of chains are located in the large centres: Is the district under consideration going up hill or down hill? Are there a goodly number of moderate class houses in the community? Is this number increasing rapidly? Are the houses largely resident owned? Have many of these mortgages upon them? If so, there should be thrifty buyers in increasing numbers in the community for years to come and the site should be a good one for a well-managed chain store. That is the kind of district, in fact, where many of the chains would be glad to buy rather than rent.

But while all the above is true it is notable that chains now look with favor on sites in, or near, the highest grade city residential districts. Residents of such homes are big chain-store customers attracted by quality goods, variety, convenience.

A RULE OF THUMB

REGARDING the problem of whether or not there is "room" for a new store, the following table compiled in 1931 by a university interested in the subject of industrial and commercial research, may have interest for some SATURDAY NIGHT readers. The study made was to ascertain the number of customers necessary to give an annual sales volume of \$50,000—this in respect of retail businesses of various classifications.

Class of Stores	Community population needed to give an annual sales volume of \$50,000
Department	1,425
Grocery	1,640
Furniture	4,050
Meat	5,350
Drug	3,650
Men's Clothing	4,800
Women's Apparel	5,690

Shoe	7,700
Hardware	7,150
Variety ("5-and-10")	7,050
Jewellery	11,400

This table relates to a particular section of the country; even so, it serves to show a method of community measurement, for use by all chain-store organizations or by individuals when investigating a town or city as a place in which to start a store.

This contribution to SATURDAY NIGHT is not a treatise on how to select towns and cities in which to establish a chain-store unit, and how to select a site for a store. It has been provided to show how chain-store management tries in all phases of its operations to eliminate the factor of speculation—tries to displace guessing with knowledge—tries to build on the foundation of sound information rather than on the slippery foundations of "hunch" and "opinion."

Chain-store managements are trustees of other people's money—the money received from the public as capital to which an adequate annual wage must be paid, and capital which must be guarded against loss and shrinkage.

Both the gross and the net income of a chain-store organization comes from its unit stores, and so it is of first-class importance that store locations shall be right, for a wrong location would be a fatal handicap on the store's effort to earn a net profit for management.

2 2 2

The Consumer, the Chain Store and the Producer

(Continued from Page 24)

they similarly attract business from the very small country-road cross-corner village to a distinctly larger type of small town or large town centre. It is difficult to see in this condition anything that is not favorable to the interests of the consumer. There is certainly no advantage to be gained in the maintenance of little corner stores on streets mainly devoted to residential habitation, nor to the maintenance of a similar type of store at rural cross-roads where there is an insufficient volume of business to justify its existence. The relative concentration produced by the chain-store system involved very lively competition between the rival chains and those independent stores which are able to meet their competition. It tends to the growth of small districts, a block or so long, of brilliantly lighted, attractively decorated, and well laid out stores, accompanied by the usual accessories of that kind of district in the shape of banks, places of amusement and the like. It greatly promotes real estate values in those portions of the city or town where the chain-store business is localized, and it does so apparently without any serious loss to real estate values in other parts of the community. This process of concentration is of course not wholly due to the chain stores themselves, but has been largely facilitated by the general introduction of the automobile.

CAPITAL DESERVES ITS WAGE

ONE further criticism which is heard only when the chain-store system is being discussed from the standpoint of municipal taxation is a criticism which need not detain us long, because it is not likely to have much effect upon the minds of readers of SATURDAY NIGHT. This is the criticism that a portion of the total receipts of the chain-store ultimately passes out of the municipality in which the store is situated, for the remuneration of management or shareholders situated in other parts of the country, whereas it is assumed that the entire proceeds of the business of the individual unit store remain in the municipality where it is situated. In reply to this highly parochial argument it is only necessary to point out that any share, and it is a very small share, of the total receipts of a chain-store which goes outside of the municipality in which it is situated does so as remuneration for the use and management of capital contributed also from outside of the municipality. It is a most regrettable fact that communities which are most anxious to encourage the investment of capital within their boundaries by persons outside of them are apt, when once that capital has been invested, to become extremely critical of any payments made for its remuneration.

To sum up, the chain-store, as compared with the small individual retail establishment, is in a position to cut down very considerably, rather than increase, the price spread between producer and processor on the one hand and consumer on the other. It is able to do this because, in order to get the same quantity of goods into the hands of the consumer in the same length of time, it requires a much smaller total stock of goods (rapid turnover), a much smaller amount of storage and selling space, consequently a much smaller interest, rental and insurance charge, a much smaller appropriation (none at all, by credit losses), a smaller appropriation for deterioration of perishable goods, a smaller allowance for unsaleable articles; and because at the same time it is able to make a much more efficient use (because spread over a much larger volume of business) of a given amount of purchasing skill, merchandising skill, advertising effort, bookkeeping, science and other expensive elements in the operation of a retail business.

It sells in a highly competitive market, at prices no higher than and usually somewhat lower than those of its rivals. It buys in an equally competitive market, in which each chain organization, and there are many, is just as strongly competitive against all its rival chains as against any other type of buyer. In that market it secures the normal price concessions open to any buyer of corresponding quantities upon corresponding terms of cash and credit; there is no reason why it should be able to obtain anything more. It must have goods to sell, and one chain-store company must have goods comparable in quality and price to the other chain stores in its territory. To suppose that in these circumstances there can be any serious amount of non-competitive, dictated-price buying seems difficult.

The profits, not unreasonably large in proportion to invested capital, of the chain stores are a part of the price spread between what they pay for the things they buy and what they get when they sell them. But since, even with those profits included, that spread is less than the spread, including profit, of most of the small individual stores, and since the consumer is the recipient of all the rest of the saving, it would seem that on the whole the chain store is rendering a distinct and valuable public service.

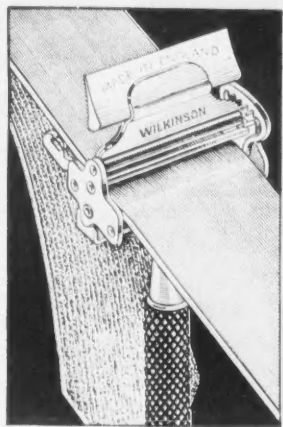
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SCOTT-McHALES
LIMITED
Sold by Canada's 600 Leading Shoe Stores

RADIO DIARY

BY CLARISSA DUFF

MONDAY: Have long since given up trying to understand reasons for anything connected with broadcasting. When faced by indisputable fact that a truly appalling amount of orchestral music is provided on Sunday for radio audience, do not even speculate as to why, with seven even-bus in the week to choose from, the concert presented by Victor Kolar's Orchestra with a famous guest artist and a chorus, should be followed immediately (on another network) by Erno Rapee's Orchestra, with another famous guest artist.

If people who enter endurance contests wish to vary the useful marathon dance or bicycle race with something less physically exhausting, suggest they might turn on radio sets at half-past twelve on Sunday, listen attentively to Radio Music Hall Orchestra, continue with Magic Key program, then tune in to what is generally termed "The Symphony," finally ending up after midnight with one of the many dance bands then on the air. If so desired the performance may be prolonged indefinitely by intensive pursuit of orchestras to the Pacific Coast and to Europe.

TUESDAY: After excessive dose of culture administered on Sunday over American networks, it is left to Canadian Radio Commission to provide Monday's outstanding program of serious music. Alexander Chuluidin's "Melodie Strains." On several afternoons during the week the N.B.C. Music Guild brings to those fortunate enough to be able to hear them, broad-casts of chamber music. Two programs welcomed by Canadian music lovers are international exchange features sent to the Commission by the Mutual Broadcasting Company. These are "Master Musicians" and "Sinfonietta," both directed by Alfred Wallenstein. The Radio Commission presents from its Montreal studios a half-hour which should also be on the list of those anxious to increase their knowledge of chamber music. As appreciation of this quiet and un-spectacular form of musical composition comes only through familiarity with it, listeners should take advantage of all opportunities to hear such programs as those mentioned. Folk who look upon radio as a medium of entertainment only will not be interested in any of these broadcasts.

Those who prefer lighter type of music will find several features of this kind on Monday evening. Among them is "Symphony," with orchestra under direction of Edmund Trudel and a guest artist, usually a vocalist. While presenting lighter classics, operetta and also current popular tunes Mr. Trudel avoids such incongruities as Beethoven followed immediately by Irving Berlin. A talk by the president of the company sponsoring the broadcast is an interesting feature of the Montreal program.

THURSDAY: Am not one of the gifted individuals who can play bridge and at the same time listen to what is on the radio. This fact has been again brought to my attention by a respectable experience during bridge game. Instead of bringing game and rubber to triumphant conclusion went down two tricks owing to ill-considered attempt at hearing song by Lily Pons. Have resolved to let friends decide whether we shall play bridge or listen to radio but refuse to try to do both simultaneously. Also remember occasion upon which host thought it his duty to acquire information regarding hockey game. In enthusiasm caused by knowledge that Maple Leafs were leading in last period he made optimistic bit of little sham, thereby adding eleven hundred points to score of opponents. Enjoy hockey broadcasts when not complicated by bridge and consider Foster Hewitt unequalled as sports announcer. Pleased to know that homesteaders on prairie, missionaries within Arctic Circle, men in lumber camps and others in isolated districts can hear descriptions of games. While thoroughly enjoying, last season, cheery strains of Luigi Boncompagni's orchestra and Ernest Bunty's organ interludes, think it an excellent idea to provide different style of music this year for entertainment of radio audience between periods. It is interesting to note that in common with new system adopted in outstanding American productions the advertising on this broadcast is being written with a new and lighter touch. Am pleased to find that sponsors are taking into consideration race with which dial may be twisted to another wave length and are presenting sales talks in more attractive guise than in previous years.



WERNER HAAG, official representative of the German State Railways, who has recently opened an Information Bureau for the German State Railways in Canada at Toronto. Mr. Haag comes to Canada after many years' association with the German State Railways Offices in Berlin, London and Paris, and he is also the official representative of the organizing committee for the Xth Olympic Games in 1936, in Berlin.

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I LIKE THIS DIAL.

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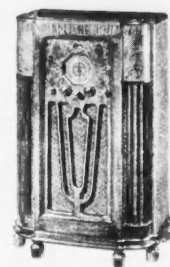
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Stromberg-Carlson Radios are priced from \$88 to \$328 (East of Port Arthur). To help you select exactly the radio you want, there is an illustrated booklet "How to Choose a Radio". It may be had, without charge, from Stromberg-Carlson authorized dealers listed in your classified telephone directory, or direct from the Company by mailing the attached coupon.

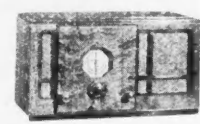
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Come on down to Summer in the Caribbean for your New Year's holiday. Novel! Exciting! Fun! New Year's Eve aboard the luxurious Empress of Britain in Kingston harbor, Jamaica. A long week-end of sea air and sunshine before the party... then a stop-over at Havana en route home.

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Have you been on the Empress before? Then you know how comfortable the ship apartments are, the grandeur of the Mayfair and Cathay Lounges, the chic of the Knicker-

bocker bar. And always something doing! Sports all day... a full-size doubles court for tennis, two pools, a squash court... and talks twice a day. Parties every night! Two lively orchestras. Floor entertainment. Deck dances in the moonlight.

5 WEST INDIES CRUISES... Reserve now for the Empress of Australia West Indies Cruises from New York. Three 18-day cruises over the whole Caribbean, \$192.50 up, Jan. 23, Feb. 29, March 21. 16-day cruise, Feb. 12, \$175 up. 10-day Easter Cruise, Jamaica, Cuba, \$112.50 up.

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Make your reservations now through your own travel agent or J. C. PATTERSON, Steamship General Agent, Canadian Pacific Building, Toronto.



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"Celestia" is a name associated with better overcoats for the well-dressed man. There is but one Celestia—Carr's—always indicated by the label in the garment tailored from it. Style counts for much but the men whom you class as smart know that it's the fabric that makes a coat retain its appearance, insures warmth and long wear. These men look for the Carr label before they buy, whether their choice be Carr's "Elysian" or Carr's "Celestia".

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Around the Town

BY KITTY GILROY

"WHAT BEAUTIFUL WOMEN!"

Thus exclaimed a visitor at the Horse Show. "How do they keep so lovely?" Ask Martha Rowntree, 6 College St. Many of the loveliest ladies at the Show go regularly to Miss Rowntree for facial and hair treatment, and you see what she does for them. Miss Rowntree is a graduate of the famous old house of Dorenwend—the highest recommendation a beauty specialist could have. Tel. KI. 9592 for appointment.

FINE FEATHERS

Sartorially speaking, poultry can be very chic (no pun intended). And, contrary to modern custom, the male is more smartly turned out than the female of the species who is very sober and demure looking. There was one Plymouth Rock at the Winter Fair whose ensemble was comparable with any feminine costume in the boxes... a black and white check... effect soft grey... topped with a blood-red comb, and, did he know he was smart? Well! Truly, fine feathers make fine fowl. For a study in color combinations and effects, give me the poultry at the Winter Fair.

JOLLY CHRISTMAS DINNERS

The Royal York Hotel, Toronto, is going to be just the jolliest and most hospitable place in town on Christmas Day. Whole families will have their Christmas dinners there... the kiddies (half price) the grown-ups with their usual Christmas guests. It'll be like Christmas in the Old Country with a grand procession of Beefeaters bearing the traditional Boar's head on a silver platter, etc., etc. There'll be roast turkey, first prize Royal Winter Fair beef that'll melt in your mouth, plum pudding and all the frills. Some are taking private rooms; others prefer the gaiety of the Main Dining Room. In either case there'll be festive decorations, bright lights, gay balloons, crackers and lots of fun with dancing in the Banquet Hall after dinner with Billy Bissett and his Royal Yorkers assisted by Wes Adams and Lisa. It's Mummys day off and Dad's treat, and all he has to do is to telephone the Maitre d'Hotel, Wa. 2511 and tell him what he would like. Oh, it'll be a Merry Christmas if you dine at the Royal York.

WORLD OF ART

BY G. CAMPBELL MCINNES

AT THE 46th Annual Exhibition of the Royal Canadian Academy, in the Galleries of the Art Association of Montreal, there is, among much that is bad and a great deal more that is dull, quite a number of works of outstanding merit. It is not generally to be expected that a showing by any official body should be distinguished for either interest or originality; but when due allowance has been made for this, it must be admitted that there is a sprinkling of paintings which could attract attention elsewhere than in the academic fold.

This in itself is noteworthy, for it marks a recognition of the fact that for academic painters to flit personally with radicalism in an effort to create interest, is to court disaster. If the admission to an Academy show of work by young and progressive artists is a sign that the Academy is broadening its base, and identifying itself with art in Canada, then we may all throw up our hats. But one may be forgiven for wondering whether this is really the case, when one notices that many of those very artists have had accepted work that is not their best—work that approximates to the art of the schoolmen. On the other hand, whatever may have been the reason for the admission of the more interesting works—whether it shows a change of heart on the part of the R.C.A., or an attack of cold feet; whether it was desired to demonstrate a dignified and avuncular tolerance, or to forestall criticism from the left—the works are there, they are good and one can enjoy them, and they give the show an entirely adventitious, but none the less real significance, and make it worth visiting.

There is, of course, a number of extremely gifted men who are not represented, and a great number of less gifted men who are. But that is in the nature of things. One does not expect a complete cross section of living Canadian art from such a showing, any more than one expects a panegyric on the virtues of Communism from a retired Anglo-Indian; though, to be sure, the eccentric eclecticism of the judging committee has produced some strange bedfellows. Forbes and Brandtner, Heming and Berecovich, Barnes and Schaefer. Still, one man's meat...

Curiously enough, it was the water-color section that made most impression on me, and that, I think, is significant. To secure representation of a large canvas, you must have arrived. But those who are still arriving are the more interesting lot. There is James Beckwith whose "Habitant" is deeply moving, and Charles Goldthorne who, it seems to me, is a better draughtsman than a colorist, but not to be despised for that. There is Marc Fortin, with one of his clear and lively water colors, and Mrs. Gordon, whose "Old Norman Mill" is both easy and sensitive. There is W. M. Haddock's arresting, but not merely arresting, "Buildings and Shadows," and Herman Heimlich's delicately limned "Girl in a Bathing Suit." And there is Carl Schaefer, who is finding a beauty, strength and sadness in the south of his native province, as the Group of Seven found in the north; Andre Bieler, who is gifted with a sublime sense of the true comic, and a light, sure hand; Alexander Bercevitich and Sam Borenstein, who draw and feel fiercely, and Louis Muhlstuck, whose charcoal studies have depth and understanding. And finally there is E. Brandtner, who feels even more strongly than Mr. Borenstein, but has (I should imagine over a long period and with much effort) succeeded in fitting his deep and violent emotions into his sense of form and design, and this makes his work extremely impressive. In his "The Tempest Stilled" (characteristically, a design for a stained glass window) one senses, as in all great art, the feeling completely coincident with the form, and the result is a passionate strength that is almost overpowering. Mr. Brandtner is a man to be reckoned with.

Among the oils, the work of Lismer, Carmichael and Holgate is distinguished; there is an extraordinary tour de force bird's-eye view of a western village by A. C. Leighton, and Mrs. Newton's portrait of Vincent Massey is deserving of praise—here is an "official" portrait made interesting and alive.

I find it hard to appraise the sculpture, as most of it was in plaster; but I think that with Florence Wyle's torso, this doesn't matter. Elizabeth Wood's "Reef and Rainbow" is extremely rhythmic and gave me great pleasure.

A FEW blocks away, A. Y. Jackson was holding a retrospective One Man Show at Scott's Galleries. To any one who, like myself, had the misfortune not to be acquainted with Mr. Jackson's development, this show, though consisting of but 40 canvases, must have been a pure joy. I think that in sheer mastery of color and feeling for paint, Mr. Jackson is perhaps our foremost landscapist. To see him develop from an early and strikingly Thomsenian wood scene, up to his "Stream" and "La Maison Abandonnée" was most revealing. His snowscapes are amazing; in one of them, pleasing and exciting, I discerned, on close inspection, almost every color but white.

A SHOWING by a distinguished group of Academicians at the National Gallery at Ottawa, was honored on its opening night by the presence of the Governor-General. I noticed a colorful West Indian scene by Franklin Brownell, and a skilled piece of portraiture by Sir Wyle Grier.

so striking, so vivid, so full of the real *fourth* positions, that they are unforgettable.

She paints quickly and with a fierceness and passion that are completely convincing. Her technique is astonishing. Viewed closely, the sheer audacity of her rapid brush strokes compels admiration, while each picture, regarded as a whole, has in it the concentrated essence of the impact of a deeply sensitive and fervent nature on a scene for which she feels with an intensity, that only prolonged study and profound conviction can bring.

Painting to her is almost a religious experience, but there is no suggestion of a sentimental mysticism. Rather there is, in her work, despite its strength and dynamic movement, a joyous quality reminiscent of the early work of Vlaminck. But Vlaminck has since become what the cruel French call a *faiseur*; Miss Carr is a great artist and will never do that. I should not like to think that anyone would miss this exhibition. They will meet an artist who is, in her own way, as possessed with the creative urge as that powerful and tragic figure of the last century whose name was Vincent Van Gogh.

Conditions in Austria

(Continued from Page 26)

while he is drinking his beer, the relation of his work to what is being done east of Vienna or down by Klagenfurt, and to the whole effort against unemployment. Whoever got out that magazine had imagination.

AN ELEMENT of instability and uncertainty, and a curious illustration of the possible repercussions of the Abyssinian affair, is provided by the Heimwehr. This, it will be remembered, is the organization for home defence of Starheimberg and Fey—partly military, partly political, partly police and (in the Socialist view) partly gangster—rather, though very roughly, similar to the party forces of the Nazis and Fascists, Catholic, reactionary, hating democ-

cracy, socialism and Jews, they were a millstone round Dollfuss' neck; and it was they who precipitated the "February massacre." They are believed, probably with truth, to be heavily subsidized by Italy.

What exactly is their present position and influence I could not determine. The Socialists, at any rate, think that they still dominate the Government's domestic policy and are the organ of influence of the Church and of Mussolini, making Austria in a double sense a "Rom-Province." Some of the Socialist talk about this was obviously wild. But upon such a point passionately held beliefs and suspicions may be more important than facts; and this belief in the sinister power of the Heimwehr is certainly an obstacle to any reconciliation and co-operation between the Government and the Socialists.

Now the Socialists hope and believe that, if Mussolini acts involved much deeper in Abyssinia, his subsidies to the Heimwehr will have to stop. Then, since neither Starheimberg nor the Government could pay or arm them in anything like their present numbers, both their strength and their loyalty to the Government will greatly diminish. And then, think the Socialists, we may get a chance again.

It is an interesting calculation. How far it is a practical one I do not pretend to judge. But it seems to me to overlook alternative possibilities which might be no less disagreeable to the Government but would be much more so to the Socialists. The Heimwehr, if they found themselves on the street, might go Nazi. They have flirted with the Nazis before now—the Alberti incident will be recalled and their views, though no doubt modified by the July rising, have a strong Nazi flavor. There is the further possibility that they might attempt a nakedly Heimwehr dictatorship. In any case, they are hardly likely to submit tamely to a Socialist revival.

Until it can mature some sort of reconciliation with the Socialists, the Government will sit on an anxious seat, and co-operation, if it could be had on reasonable terms, would seem to be the Socialists' soundest insurance against worse things. But if she is given a fair chance economically, and if the real wishes of the Austrians have anything to do with it, I do not believe that we shall see Austria go Nazi.



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ANNE BROWN AND WARREN COLEMAN as Porgy and Bess in the operatic version of "Porgy", a Guild production.

BROADWAY THEATRE

BY JOHN E. WEBBER

ONE of the great love stories of history has been beautifully and sympathetically unfolded in Elsie Schanfield's "Parnell," a moving chronicle of those passionate times, lifted by its love episode (the "scandal" of non-conformist ethics in the youth of some of us) into a romantic rapture, before which Broadway is kneeling as devoutly as it did to "The Barretts of Wimpole Street."

The play takes up the story with the first meeting of the great Home Rule ruler and Mrs. Katie O'Shea. He is at the height of his career. She is living at Eltham, a country house outside London, provided for her by the rich and savory "Aunt Ben," seeing her absent husband, Captain O'Shea, only when he needs money for his election expenses or advancement. Newly returned from Galway, he is in need of advancement now, and implores his wife to act the hostess and invite the Irish leader to the dinner he proposes. Parnell declines, as he does all invitations and, piqued, she goes to see him. It is love at first sight. She will not let a divorce and go to him. But he may come to her and for several years he, with his secretary, establishes himself in her house, finding there, restored health and joyous companionship in work and love.

The political and romantic are skillfully blended in the play, the action, moving smoothly back and forth between Eltham, the famous "Committee Room 15" and Gladstone's study at 10 Downing St. Home Rule is imminent, Gladstone has given his word, and the Irish people "through unparallelled difficulties brought to the threshold of emancipation," when O'Shea, unable to let further political favors, decides on a divorce. Over the protesting Mrs. O'Shea, who has already instructed counsel to plead cohabitation and enter a counter suit, charging adulterous relations with her own sister, Parnell refuses to defend the divorce action. Freedom to marry her means more than a mere victory and he believes his party will stick. Follow swiftly events which are now history, Gladstone's ultimatum that he cannot deal with an "adulterer," Parnell's offer to resign if the Home Rule promise is kept, the failure to get that promise, the desertion of his followers, in a scene that brought the audience to its feet and then his death at Eltham a few hours (instead of at Brighton several months) later in the arms of his beloved. "I killed

him," she moans. "No," adds Davitt, "we all did."

The author has lovingly cleared the decks for the role of hero for the great Home Rule ruler and stripped the romance of all but its beauty for both. There are none of the little love devices that had to be practiced, no hint of hasty firescape exits in scanty apparel, which made such savory news at the time. The Grand Old Man is a pious humbug (exposed in a memorable scene with Mrs. O'Shea and her aunt, Mrs. Benjamin Woody) who never seriously espoused the cause of Home Rule and grasped at the opportunity to abandon it. Captain O'Shea is a blackmailing swine who sold out to the highest bidder, Tim Healy a Judas and Michael Davitt, beloved of his disciples, a deserter.

But history has seldom been transgressed and, if new eyes have been turned on its pages, that is time's privilege and the author's. Times have changed and there can be no quarrel with a change that has turned this sad page into the most moving and beautiful drama of the season.

The casting and stage direction given it by Guthrie McClintic, are spotless. George Curzon, newly come from London, is a meticulous Parnell; Margaret Rawlings, likewise from London, a vividly beautiful Kate O'Shea; Edie Shannon the "Aunt Ben" (for whom George Meredith was once a paid reader) a sharp-tongued gentlewoman, whose sparring scenes are the delight of the play; while John Emery's red-haired dandy, Captain O'Shea, might have stepped out of a portrait gallery.

"PRIDE AND PREJUDICE"

JANE AUSTIN'S caustic record of her contemporary world, contained in her more than century-old, "Pride and Prejudice," has apparently lost none of its savor with the passing years. Its unalloyed humor none of its bite for modern audiences. For in the enchanting stage version which Helen Jerome has made, Broadway, not unduly addicted to literary remains, has found it a live coal of entertainment. The spirited performance being given it has, of course, much to do with this happy result. For it has been entrusted to a company of actors and actresses who seem thoroughly at home in the Austin period and its literary atmosphere, and appreciate to the finest shade the satirical cunning and lively wit of the famous author.



ON BROADWAY: George Curzon and Margaret Rawlings as they appear in "Parnell," described as "the most beautiful and moving drama of the season."

Time for Bed



SLEEP REQUIRED BY THE AVERAGE CHILD

One of the most valuable things you can do for your child is to insist that he gets enough sleep. Make sure that he receives his full amount of Nature's great builder and restorer—sleep.

Age	Hours of sleep needed
At birth	20 to 22 hours*
At 6 months	16 to 18 hours*
At 1 year	14 to 16 hours*
2 to 5 years	13 to 15 hours*
6 to 7 "	12 hours
8 to 10 "	11 hours
11 to 12 "	10 to 11 hours
13 to 15 "	10 to 12 hours

*Including daytime sleep
(Compiled from U.S. Children's Bureau Folder 11, "Why Sleep.")

CHILDREN must have the proper amount of sleep in order to grow, to fight off disease, to become alert mentally and strong physically. Foremost child experts prescribe the definite amounts of sleep which children should have at various ages (shown in the chart). A child should be in the right frame of mind when he goes to bed. If he has been unduly excited, it is difficult for him to relax.

Adults, too, should have the proper amount of sleep. Each day they burn up tissue which rest helps to restore at night. During hours of physical and mental activity the body accumulates fatigue poisons which are thrown off in sleep.

Pain, worry, bad digestion are sleep-thieves. Prolonged loss of sleep makes one irritable and below par, mentally and physically.

The tendency to insomnia may often be successfully combated in various ways—sometimes by taking a walk before going to bed—reading a non-exciting book—drinking a cup of hot milk, but above all, by learning to relax. Let go of every muscle, ease every tension, drop your problems until tomorrow and let yourself sink into the bed instead of holding yourself rigidly on top of it. Even though you do not actually go to sleep, such repose will bring a good measure of health repair. But when loss of sleep is persistent, a physician should be consulted.

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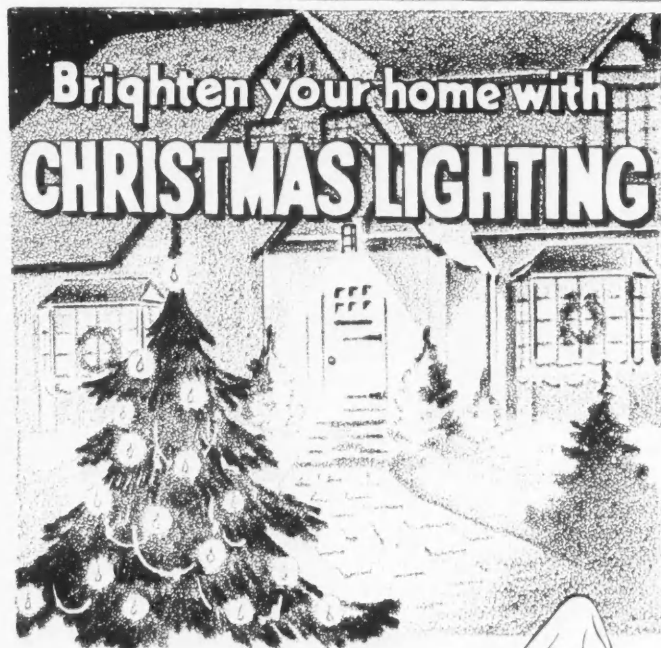
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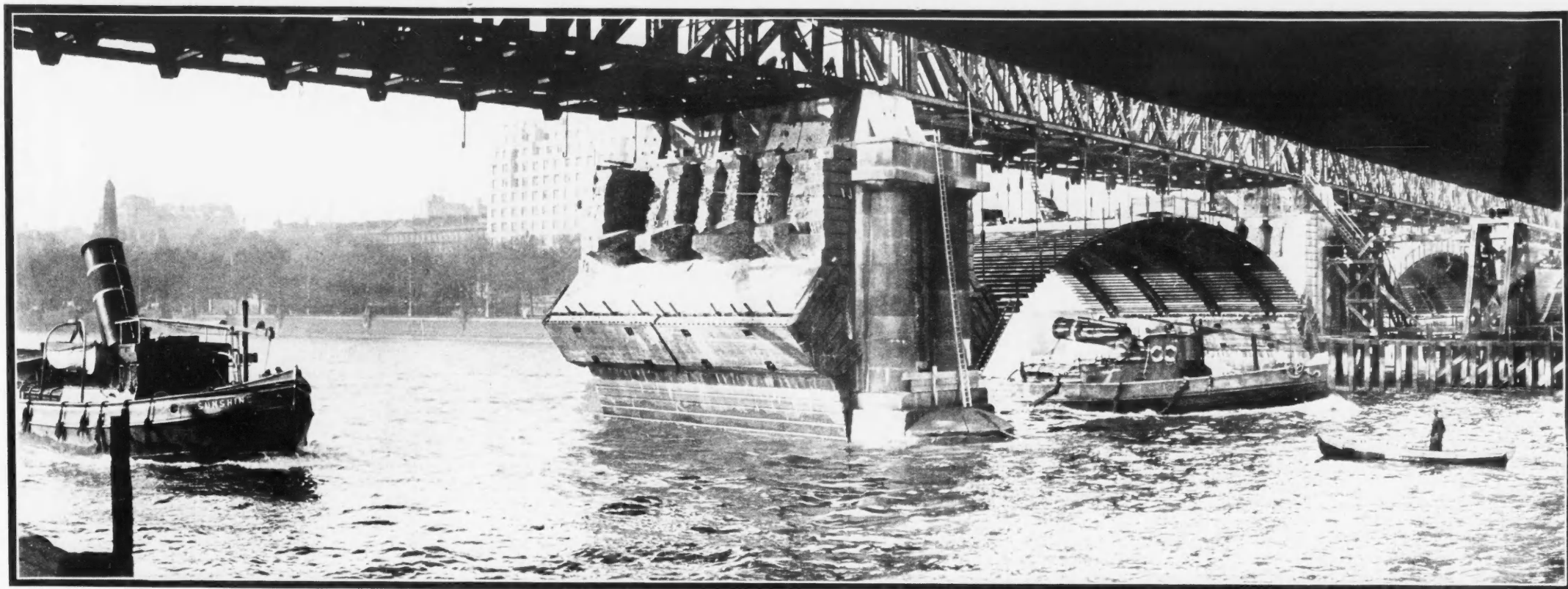
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THE MARKET

Safety for
the Investor

TORONTO, CANADA, DECEMBER 7, 1935

P. M. Richards,
Financial Editor



TUGS UNDER WATERLOO BRIDGE. Progress of the demolition of this famous old bridge has made life easier for London's tugs, as if they use the gap where the arch has been removed they can pass below without lowering their funnels.

ONTARIO CODES TRANSGRESS CIVIL LIBERTIES

Citizens Liable to Fine or Imprisonment for Offering or Accepting Certain Kinds of Work—Is Industrial Standards Act Ultra Vires of Provincial Authority?

BY DALTON J. LITTLE

THERE are five main subject headings under which the Industrial Standards Act of Ontario may be considered. They are its objectives, provisions, application, consequences and constitutionality. A critical examination of any legislation embracing many concepts which may prove controversial in practice, must be made with an open mind. As knowledge of its purport and effect is acquired, the conclusions reached can only be helpful in so far as they constitute a constructive criticism of the measure.

We shall, in the limited space at our disposal, concern ourselves at the moment primarily with the application of this industrial labor code in the branches of industry where it is being attempted—and we use the phrase "being attempted" advisedly—and with a brief consideration of its constitutionality as a provincial statute.

Personal enquiry made by the writer regarding the effect which schedules of wages and hours of labor in the building trades, the cloak and suit industry, and in the millinery industry have elicited enough information to warrant the statement that, so far, the application of the Industrial Standards Act has not accomplished its main objectives sufficiently to commend the statute to industry or the public. When we refer to industry in this connection we consider the interests of both employers and employees, and we regard the public in its relationship to industry as the multitude of consumers who purchase what they can afford to buy of our manufactured products.

Numerous interviews recently given by builders, contractors, and other employers, as well as the evidence of the parties involved in court proceedings in connection with prosecutions instituted by the Minimum Wage Board under the Act, have all combined to confirm the writer's investigations, and if he may say so in all humility, some of his conclusions.

A DECIDED falling off in building operations has been noted in the Toronto area, in particular, since the codes have gone into effect. Instead of increasing employment the reverse has been the rule in the building trades of this city and adjacent municipalities within the Toronto zone.

It has been observed that Ontario and Quebec firms in the clothing manufacturing business are both under codes for their operators in the cloak and suit-coat branch of the industry. Manitoba has no codes and consequently these garments can now be turned out at much less cost than in Ontario and Quebec.

In the millinery trade a schedule of wages and hours covering the whole Province of Ontario was put into effect last July. The writer is informed that the only public notice in the press calling a general conference of the industry for Thursday, July 14th, was published in one Toronto newspaper. The notice appeared Saturday afternoon, June 29th.

Needless to say with Dominion Day falling on the next Monday, even if the public notice had appeared in every daily in the province that Saturday evening, many would not have noticed it, but to expect that all the millinery firms, all the proprietors of the little hat shops in the villages and towns from the Manitoba boundary to the Ottawa River, and from the Great Lakes to the mining towns of the north country, could possibly learn of the momentous meeting of their industry called by the Government to assemble at one place in the city of Toronto, simply on the advice of one press notice in a Toronto paper, was preposterous, and if not fraught with the possibility of working grave injustices to the industry at large would have been ludicrous in the extreme. It

is a basic principle of jurisprudence that the law must be promulgated, and the Act says conferences shall be held if the people concerned want them.

It is quite apparent that a conference called in this manner purporting to represent the millinery industry of all Ontario was not of the representative character intended by the Legislature. Section 9 of the Act stipulates that, in the opinion of the Minister of the Crown administering it, an agreement must be signed by a proper and sufficient representation of employees and employers in any industry before a schedule of wages and hours of labor becomes effective.

Indeed the Hon. A. W. Roebuck, K.C., speaking as Minister of Labor on this very point prior to enactment of the Industrial Standards Act, expressed the opinion that the employers and employees concerned might meet in conferences convened in different parts of the province to consider an agreement to be put into effect with the entire province as the zone. He also emphasized the desirability of having

an overwhelming majority within the industry agree as to the terms of their schedule or schedules to be put into effect under the Act.

The schedule for the millinery industry was finally drawn up at a conference mostly attended by trade union employees and their employers of Toronto and vicinity. It provided, among other things, that a week's work would consist of 40 hours of 8 hours per day for each of the first five working days of the week.

This meant that in every one of some three thousand millinery shops throughout the province, no woman customer could have an alteration made to a hat on Saturday without she and the milliner both becoming criminals in the eyes of the law. One can just picture my lady from the farm coming into the village on a Saturday afternoon, buying a hat and requesting some slight alterations—for after all what woman buys a covering and adornment for her head without first having the bow, the buckle or

(Continued on Page 45)

WHY WE HAVE A CENTRAL BANK

BY A. F. W. PLUMPTRE

Lecturer in Money, Credit and Prices, The University of Toronto.

JUST a day or two ago a friend of mine, a banker, said to me, "You know, this new central bank is starting its operations and does not seem to be getting in our way nearly as much as some of us bankers expected."

This, of course, brought the prompt reply: "Yes; it is starting its career in just the quiet, efficient, non-interfering way that some of the rest of us expected."

And yet, in spite of the fact that it is in existence and operation, and in spite of the fact that it was the subject of a good deal of controversy in the recent federal election campaign, nevertheless there are a great many Canadians who as yet have only a very hazy notion of why we have a central bank and what may be expected of it. After all, it may be said, we seemed to have a pretty efficient banking system before its establishment, and we certainly got along without it pretty well for a hundred years of Canadian finance, so why should we now set up a central bank? Can we really expect any benefit from it in the future?

I think that we may benefit from it in large

measure—although, of course, that sort of thing can never be proved for we can never be sure about what would have happened if the bank had not been established. I think, and in what follows I shall try to show, that the Canadian financial system has changed during the last hundred years in ways that have made a central bank a necessary addition to our machinery—just as the conditions have so changed in almost every other country that it has been considered desirable within the last few decades either to establish a new central bank or else to modify the structures and policies of an existing commercial bank that it became in fact a central bank.

WHAT have been these important changes which have produced a recognition of the need for some central financial institution in practically every country? We may find the clue in the preamble of the act of parliament which established our own Bank of Canada. That preamble so admirably sums up the duties of a central bank that it has already been copied almost verbatim by a foreign government.

(Continued on Page 43)

BUSINESS AND MARKET FORECAST

BY HARUSPEX

DOW JONES AVERAGES—NEW YORK STOCK MARKET

	Industrials	Rails
July 8 '32	41.22	13.23
Sept. 7 '32	79.93	39.27
Feb. 27 '33	50.16	21.43
Feb. 2 '34	110.75	56.53
Oct. 21 '33	83.64	27.31

THE PRIMARY TREND OF STOCK PRICES HAS BEEN UPWARD SINCE JULY 1932.

Last week this forecaster "straddled the fence" so far as the immediate future of the stock market was concerned. Our readers were entertained (we hope) with the recital of a few important market factors pro and con (50% pro and 50% con, we thought). We added a chart of the averages from 1933 to date, and left our readers to figure out the next move for themselves.

A week has elapsed and the Rails are just about where they were on November 25th. The Industrials are down 7.72 points from their high of November 19th, and the volume has significantly dropped off. Now, then—if the Industrials and Rails from this point—maybe somewhat lower—start upward again but do not decisively penetrate INDUSTRIALS 148.44, RAILS 39.38, we may then be at the beginning of an intermediate "sell-off," to about INDUSTRIALS 125. Should, however, both averages rally vigorously through the foregoing figures, the market would again be headed for higher prices.

DECEMBER 2 '35 CLOSING PRICES INDUSTRIALS 140.72 RAILS 39.10 N. 100



ANOTHER article on the Industrial Standards Act appears this week. We hope everyone reads it, for this is a very serious matter and promises to become more serious still. Every decent citizen would like to see an effective curb placed on "chiselling" employers, but this Act isn't doing that, as it's not being properly enforced. As it is, it's hurting the ethical employers who observe its provisions and giving a further advantage in costs and prices to the chisellers.

AND even 100 per cent. enforcement wouldn't provide the answer, as the increased costs under the Act make prices too high for many consumers. That is evidenced by the cancellation of many home-building projects due to the Act. When this Act was drafted, the "forgotten man" was the consumer. No one bothered to find out if the consumer could pay the higher prices involved. Short-sighted workers insisted on too-high wage minimums, with the natural result that employment and wage incomes, in the aggregate, have been reduced.

A PARTICULARLY harmful effect of the Act is the widening of the spread between prices of farm products and manufactured goods. This hasn't had any noticeable results yet, but they are likely to become more than noticeable when Canadian farm buying power rises as a result of the U.S. tariff decreases and Ontario prices of manufactured goods are found to be out of line with those prevailing elsewhere. Will the western farmer be willing to pay a premium for Ontario-made goods?

THE big retail stores are expecting a particularly good Christmas trade this year. People are now spending more freely, an evidence of which is increasing sales of goods in the luxury category. In the United States retail trade has lately expanded considerably, with gains up to 25 per cent. over a year ago being reported. General business activity is also increasing slowly in both Canada and the U.S., with the general index touching a new four-year high in the latter country. The economic index of the Dominion Bureau of Statistics, on the other hand, is still several points below its 1935 high, in spite of slow but steady recovery since the September decline.

IN REGARD to the outlook for the stock market, Standard Statistics thinks that "No sufficiently well defined conclusions have yet been reached to establish either a definitely downward trend or a resumption of the upward trend." It then proceeds to emphasize the advisability of maintaining confidence in the longer-term outlook, regardless of immediate irregularity. It says that investors have so far found it profitable to hold basically sound stocks and that this policy should continue to be profitable until closer to the end of the rising cycle, which it believes is still far distant. With which we quite agree, though it would be still more profitable to sell one's basically sound stocks before a market break, if one knew one was coming, and buy them back again after it.

IN TRYING to appraise the prospects for business, the U.S. presidential election next November should not be overlooked. To assure re-election, Mr. Roosevelt will strive to please as many people as possible. This suggests that there will be little dragging of business in the intervening period, that governmental spending will continue on a big scale, and that the Government will do whatever it can to prevent commodity prices rising too high.

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"CANADA PERMANENT" has not only effectively safeguarded but has been of material assistance in increasing the savings of prudent and thrifty citizens.

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CANADA PERMANENT
MORTGAGE CORPORATION
 Head Office: 320 Bay St., Toronto
 Combined Assets Exceed \$100,000,000

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Canadian Wirebound Boxes

LIMITED

DIVIDEND NOTICE
 The Directors of this Company have declared a dividend of twenty-five cents per share on account of arrears, payable January 2nd, 1936 to shareholders of record December 16th, 1935.

By order of the Board:
 J. P. BERNES, Secretary

THIS MAN HAS JUST LEARNED THAT HIS WIFE IS GOING TO GIVE HIM A ROLLS RAZOR FOR CHRISTMAS



STROPS ITSELF... HONES ITSELF
 PAYS FOR ITSELF

ROLLS RAZOR

Rolls Shaving Bowls, \$1.00 — Refills, 60c
 MADE BY EXPERTS FOR
 PERFECT and ECONOMICAL SHAVING

MINES

BY J. A. MCRAE

FALCONBRIDGE NICKEL, and Ventures, Ltd., make one of the outstanding contributions to the mining industry of Canada through the announced plan, already fully under way, to establish a plant at Orillia, Ontario, for the production of nickel steels.

A private company, **Falconbridge Canada, Ltd.**, is controlled by Alloys, Ltd., which in turn is controlled by Falconbridge and Ventures, N. E. Parkinson is president of both new companies.

Falconbridge may be expected to benefit greatly from this forward step, calculated to broaden outlet for its metal, and at the same time to bring outstanding benefits to the users of nickel steels in Canada.

San Antonio has demonstrated the degree of success established at that leading gold producer of Manitoba through the declaration of a dividend of seven cents per share payable December 20.

Pickle Crow has disclosed average gold content of approximately \$35 per ton in the ore so far opened at the 500 ft level. The

GOLD & DROSS

ended July 31st, 1935, domestic sales showed substantial improvement, accounting for 63 per cent. of total sales as against 47 per cent. the previous year, the change in ratio being mainly due to the Ontario beer law which went into effect in July of 1934. I am informed that both domestic and export business have been well maintained since the beginning of the current fiscal year on August 1st last, although it is expected that the margin of profit on export trade will be somewhat narrower than last year. The Canada-United States trade treaty is not expected to affect the company's earnings adversely.

Canada Malting is the largest manufacturer of malt in Canada, the present company having been incorporated in 1927 as successor to a company of the same name organized in 1905. Plants with a total malting capacity of 5,000,000 bushels and a total elevator storage of 3,200,000 bushels are

POTPOURRI

K. S., Kincardine, Ont. While I think that you would be justified in retaining your shares of HOME OIL, purchased at levels considerably above the current prices, I would advise against the purchase of additional shares at the present time. Home Oil cannot, properly speaking, be termed an investment at all. The company is now chiefly interested in mining properties and holds an interest in a number of companies engaged in operations in British Columbia. My most recent information was to the effect that these companies, while in the prospect stage, were not without promise and might eventually yield some valuable returns to Home Oil. In addition, the company owns approximately 20,000 shares of Royalite, the important Imperial Oil producing subsidiary in the Turner Valley field and the company's financial position in general, according to its last report, is strong.

R. H., Lethbridge, Alta. The reason you have not been bothered with further pressure to buy BONANZA CACHE shares, sponsored by Robt. Collier & Co., Vancouver, is because the B.C. securities commissioner intervened and the department of mines made an extensive report on the property which virtually branded it as having no definite merit.

S. K., Sandwich, Ont. The picture with regard to ASSOCIATED QUALITY CANNERS has changed considerably through the acquisition of Whittall Can Company by Continental Can, one of the large American producers of cans. Whittall Can, as you probably know, controlled Associated Quality Canners through the ownership of 58,355 common shares out of a total outstanding of \$2,615. Associated Quality Canners has not had a particularly fortunate record in recent years. The last report covering operations for the year ended February 28, 1935, showed an operating profit before depreciation and interest of \$13,361, compared with a deficit of \$323,728 for the previous fiscal year. The debit balance at the close of the last fiscal year stood at \$2,637,150 and there had been no dividend payments on the common stock since December of 1930. The interesting point is, of course, whether or not under the direction of Continental Can, Associated Quality Canners can pick up any additional business. The general picture as regards Canadian mining industry has materially improved and there is no reason to doubt that Associated has been able to improve its position during the current year and that the report for the year ending February 28th next should reveal this.

M. T., Haldenbury, Ont. LEITCH GOLD MINES, organized last July, has a very interesting prospect in the Jellico-Bearsmine district of Ontario. The company has an authorized capitalization of 3,000,000 shares and is already completely financed for a thorough exploration program. At last reports it had over \$100,000 in its treasury with 1,650,000 of its shares issued. Financing is being done by the Sturgeon Springs Exploration Company. An official statement shows that the No. 1 vein has been exposed on the surface for about 210 feet, while diamond drilling over a length of 400 feet indicated ore averaging over an ounce per ton for an average width of 33½ inches. In addition to this there is the No. 2 vein which has been exposed on the surface for over 300 feet. At the present time a shaft is being sunk to explore the property at depth. Certainly it is an interesting prospect, in capable hands and amply financed and a quick and thorough test will be made of its mine-making possibilities.

L. S., Guelph, Ont. I am afraid that the outlook for your bonds of MOIR'S LIMITED of Halifax is currently not particularly bright, although I understand that considerable progress has been made under the new management. There was considerable discussion among shareholders during the current year and shift was brought to throw out the present management, which really represents the bondholders. The court decision, however, favored the new management and this difficulty has been cleared away. Bond interest has not been covered nor paid in recent years, despite the reorganization made in 1933. I assume that you are familiar with this reorganization, and if you are not, I would suggest that you communicate with the Eastern Trust Company at Halifax. A keenly competitive situation exists in the candy busi-

ness and currently it is impossible to say whether or not Moir's will be able to regain its former profitable earnings position.

R. B., Regina, Sask. I regard McINTYRE-PORCUPINE MINES as one of our best managed dividend-paying gold producers, that is not only well fortified with a strong liquid position but ample ore reserves and an encouraging outlook for long life. You will note that the earnings of the company are more than double the dividend rate and this condition is likely to continue since it is the policy of the president to build up a strong cash or liquid position with a substantial equity behind the shares rather than to disburse all of the earnings in dividends. If you are looking to dividends being sustained I see no reason for worry. True the dividends give a rather low yield on the shares at current prices but this reflects the high esteem in which the stock is held in investment circles. If you desire ample security behind your investment I believe that you would be best advised to hold your McIntyre-Porcupine shares, although I see nothing in the offing that would cause any substantial advance in the market price, except a possible higher price for gold.

C. H. B., Winnipeg, Man. Worthy as are the motives of the officials of ELDO-RADO GOLD MINES in establishing a new industry for Canada by the production of radium, I cannot share the opinion of many that it holds great promise as a dividend payer of the future. I do not question the radium ore reserves of the company or its ability to produce radium, but certainly the grade of ore treated is much less than the public have come to believe, which fact can be confirmed by a careful study of the company's own annual reports. This, however, is not the big factor, but rather the question of marketing. Radium, as you doubtless are aware, is at the present time under the control of the Belgium radium trust, which controls large high grade deposits in the Belgium Congo. There is no shortage of radium, contrary to public belief, but rather there is an over-production, so much so that the Belgians are willing to lend you radium and only charge you interest on the value of the shipment. You will thus see that they still have in their grasp control of the radium situation and I therefore believe it is going to be hard for a small producer to edge in on this kind of business, where it must be dependent on the sale of radium for its profits and not a mere loan. In addition to this, science has made great progress in the development of high voltage electrical equipment for medicinal purposes, which is claimed to be superior in many ways to the use of radium. The most hopeful outlook that I can see for Eldorado is the possible development of new commercial uses for radium, also for its by-products. If this can be done of course the outlook for Eldorado will brighten, but in the meantime I am not hopeful for dividends from the company's operation that would warrant even the present low price for the shares.

K. L., Galt, Ont. Since your HAMILTON BRIDGE common is at a very low level, currently quoted at ¼, and since general prospects are for improvement, I would suggest that you retain it. While the company naturally has extremely severe competition to meet, nevertheless there has already been some evidence of improvement despite the severe losses of recent years and I think it reasonable that there may be some appreciation in its market securities. For the year ended December 31st, 1934, the company reported a net deficit of \$169,821 compared with a net deficit of \$182,319 in 1933, a deficit of \$189,586 in 1932 and net profits of \$144,726 in 1931. Preferred dividends were suspended in August of 1932 and common dividends were suspended in May, 1931. Naturally the depression years have weakened the company's balance sheet position, the last report showing total current assets of \$741,947 against total current liabilities of \$201,648. The troubles of the company have been occasioned by the drying up of business, but I consider that prospects have shown definite improvement. The decision to modernize the Vancouver plant would not have been made unless there was evidence of business offering.

S. H., Montreal, Que. I think that an advantageous switch might be made at the present time from CANADIAN CAR PREPARED. While it is true that prospects for the company appear brighter than for some years, due to the fact that the railways will of necessity be forced to replace equipment, nevertheless it is not believed that there is work in sight of sufficient volume to provide real profits for the company. The preferred stock is in arrears as to dividends for approximately two years and there is little near term prospect of these arrearages being made up. Offhand I might suggest to you the common stock of FANNY FARMER, currently selling at approximately the same level. This stock is already on a dividend basis of 50 cents annually, and the current yield is 4.2 per cent. I understand that during the current year the company has enjoyed an increase of approximately 16 per cent. in sales, and an increase of 30 per cent. in net profits. This rate of increase is expected to continue throughout the full year, on which basis sales for 1935 would exceed \$4,600,000 as compared with \$4,181,555 in 1934. It is anticipated that net profit available for dividends should amount to around \$1.25 per share on the 399,512 common shares outstanding. This increase will leave, as you can see, a direct bearing upon distribution, since such a margin over current dividend requirements would easily warrant payment of an extra following the close of the fiscal year on December 31st. To me it seems also reasonable that the directors might consider an actual increase in the regular rate of distribution on the common.

WHY WE HAVE A CENTRAL BANK

(Continued from Page 41)

that of the Argentine Republic, which has most recently set up such an institution.

The preamble of the Bank of Canada Act charges the bank "to mitigate by its influence fluctuations in the general level of production, trade, prices and employment, so far as may be possible within the scope of monetary action"; and in order to exercise this beneficent influence the preamble charges it to regulate the volume of money available to the community and to control and protect the Canadian foreign exchange rate.

But why, the skeptic may well insist, should this regulation of the volume of money and of the foreign exchange rate have become necessary now? What changes have taken place that would justify a new mechanism of control in a well-established, time-honored system such as ours?

There has indeed been a change of the most profound significance. The change has been gradual and almost imperceptible. But it has come. The nature of money has completely altered during the past century. And the implications of this metamorphosis have scarcely been appreciated.

By saying that the nature of money has completely altered I mean this. Time was when in most countries the greater part of all the money that was used in buying and selling consisted of gold or silver coins that contained metal of a value equal to the amount stamped on its face. But this kind of money, which was the most usual type in Canada at the beginning of the nineteenth century, is now obsolete; indeed so much so that the government is deliberately preventing any more being put into general circulation. And what has replaced "full-bodied" metal coinage in the monetary systems of this and other countries? To a certain extent it has been replaced by paper money, that is by notes issued by governments or private banks or else, in more recent days,

by central banks. But this is not the most important form of money nowadays. It is generally recognized that bank deposits subject to withdrawal by cheque deserve first place. It has been roughly estimated that for every dollar's worth of transactions that are paid for by means of notes and small coinage, ten dollars' worth are paid for by cheques on deposits.

THIS is the change that has taken place. Let us now consider what its significance is in regard to the need for control over the volume of money and the exchange rate.

When money chiefly consisted in metallic coinage there could be but little variation in the amount available from year to year or even from decade to decade. Both the output of mines and the willingness of people to melt down their treasures have always in modern times been small in relation to the amount of precious metals used as money. This inelasticity of the monetary supply placed strict limits upon movements of business and prices. The modern "boom" usually involves an increasing volume of trade at rising prices. This needs more money. It could hardly be financed by means of a rigid monetary system.

Similarly any tendency for business and prices to fall away contained a corrective when the money supply was inelastic. In such times, as money ceased to be used it simply piled up unprofitably; and it would not be long before the owner felt himself impelled either to spend it or to invest it. In either case the money would start to circulate again, and business would be improved. But nowadays the money does not so much pile up in bad times as simply disappear in a way that metallic money could never do. The way in which bank deposits contract in a period of business depression has been a matter of some controversy which we need not cover here. The fact of their contraction remains unquestionable.

(Continued on Page 46)

Union Gas Company

Established 1907

For more than twenty-five years the Union Gas Company of Canada, Limited has been engaged in the production and sale of natural gas in Western Ontario. Earnings record of the Company indicates the stability of this enterprise. During the last five fiscal years average earnings (after depreciation) were 2.3 times bond interest requirements.

Union Gas Company of Canada, Limited
 4½% First Mortgage Bonds
 Due December 1st, 1936
 Denominations: \$500 and \$1000
 Price: 98 and accrued interest, yielding 4½%

Descriptive circular gladly forwarded upon request.

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Year-End Valuations

The end of the year is an excellent time to have your securities valued. Mail your list of holdings and we shall give it our immediate attention.

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BIDGOOD KIRKLAND GOLD MINES LIMITED

(No Personal Liability)

Holders of "Street" certificates should have same registered in their own name (Trust & Guarantee Co. Ltd., Bay St., Toronto, are Transfer Agents), as valuable information on progress now taking place at the property will be going forward to registered holders in the course of a few days.

BIDGOOD KIRKLAND GOLD MINES LIMITED

JOIN THE SUN-SEEKERS
You'll Find Health and Happiness

Plan now to make your escape this winter from cold and care and discomfort! Come South to America's tropics—to the Sunshine City—ST. PETERSBURG. Come where the outdoors is always inviting, where life runs along like a song. Warm winter days. All kinds of sport and entertainment. Moderate living costs. For free illustrated booklet, write today to—
 J. Y. Desderek Secretary
 Chamber of Commerce

St. PETERSBURG, Florida

THE CITY OF QUEBEC

THE city of Quebec is an ocean port with docks capable of berthing the largest ocean liners, and has equipment which includes coal docks, grain elevators, and cold storage facilities. The port does quite a large export grain business and is also a popular point of arrival and departure for trans-Atlantic passengers to and from Canadian and United States cities. Near where the huge ocean liners now dock was launched the first sea-going steamer ever built in Canada, the "Royal William". Employed for two years in river and coastal service, and in 1833 crossing the Atlantic, she was the first ship that ever crossed any ocean straining the whole way. A five-cent Canadian postage stamp recently issued bears an engraving showing the "Royal William" and commemorates the centenary of this event.



FACE FITNESS

even in zero weather

Condition your skin against the chilliest blast. Dash some tingling Aqua Velva on your moist face every morning after shaving. . . then greet the falling thermometer with a smile.

1. Feels great.
2. Soothes tiny nicks and cuts.
3. Helps keep your skin from getting dry and rough.
4. Protects against windburn.
5. Costs less than one cigarette a day.

Canada's Greatest After-Shave Preparation

This perfect oil for your shaving cream comes in large 5 oz. bottles at 50c. At all toilet goods stores.



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MADE IN CANADA
BY THE MAKERS OF WILLIAMS' SHAVING CREAM
AND GLIDER BRUSHLESS RAZOR

**United States
Fidelity & Guaranty
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TORONTO**



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**The Commercial Travelers
Mutual Accident Association
of America**
H. E. TRAVETT, Secretary-Treasurer

**ASSOCIATED BREWERIES
OF CANADA LIMITED**
DIVIDEND NOTICE

NOTICE IS HEREBY GIVEN that the Company has been declared a Dividend of 10¢ per share on or after the 15th day of January, A.D. 1936, to shareholders at record as of the 15th day of December, A.D. 1935.

NOTICE IS ALSO GIVEN that a Dividend of 10¢ per share on or after the 15th day of January, A.D. 1936, to shareholders at record as of the 15th day of December, A.D. 1935.

By Order of the Board,
J. N. WILSON,
Secretary-Treasurer
November 29th, 1935.

Concerning Insurance

Products Liability Coverage

Protection Obtainable by Manufacturers and Distributors
Against Liability for Injuries Caused by Products

BY GEORGE GILBERT

NO MATTER how careful the manufacturer of food products, confectionery or drugs may be, he may find himself burdened with suits for damages owing to the carelessness or the mistakes of his employees during the course of the manufacturing operations. For instance, foreign substances, such as nails, tacks, glass, sand, tin, insects, paper, hairs, acids, etc., may in some way get into his products.

Not only manufacturers but wholesalers and retail distributors have thus been caused much worry and expense, as well as loss of valuable time, as there is often uncertainty as to who will be held liable in any given case, so much depending upon the individual circumstances. There is accordingly a growing need of insurance protection against such hazards on the part of both manufacturers and distributors. This may now be obtained by means of what is known as Products Liability Insurance, a form of coverage the demand for which is bound to increase along with the constant increase taking place in the quantity and variety of canned and package goods coming on the market.

Products Liability coverage may be secured under a separate policy, or it may be added by way of an endorsement to the ordinary Public Liability policy. Wholesale and retail firms, baking concerns, manufacturers of confectionery and milk products, canners, manufacturers of pharmaceutical goods, bottlers, manufacturers of machinery and mechanical devices, etc., may thus cover their liability for injuries caused by the consumption, handling or use of their products away from their premises.

IN BRIEF, this Products Liability Insurance provides protection from loss on account of legal liability arising from sickness, disability or bodily injuries, including death, sustained by any person, not employed by the insured, as a result of the consumption, handling or use away from the premises of the insured of any products manufactured, handled or distributed by the insured as a part of his specified business operations. Hazards of imperfect ingredients, or foreign substances, are covered as well as improper handling, labeling, packing or delivering. Any goods which are made, sold or distributed in violation of the law of the land, whether Federal, provincial or municipal, are excluded from coverage.

As the extent of the hazard assumed by the insurance company under each classification of industry is gauged by the volume of goods sold, the premium charge is based on the estimated amount of the gross sales during the term of the policy. The premium rates are quoted for each \$100 of the total sales, and vary for the different classifications, although the premium for liquid products is often based upon the number of fillings or containers. The amount of the premium for the year's insurance is adjusted by means of an audit at the end of the policy term, and the actual earned premium is thus determined.

That manufacturers and distributors of clothing, such as underwear, have thus far themselves faced with suits for damages and held liable for loss occasioned to the ultimate purchaser is made clear by a recent case which was taken to the Judicial Committee of the Privy Council for final determination. It was an appeal by Dr. Richard Thorold Grant, of Adelaide, South Australia, from a judgment of the High Court of Australia, and was heard before the Lord Chancellor, Lord Blanesborough, Lord Macmillan, Lord Wright and Sir Lancelot Sanderson.

IN DELIVERING judgment, Lord Wright said that Dr. Grant's claim was that the disease which gave rise to the action was caused by the presence in the cuff and ankle of the undergarment which he purchased and wore of an irritating chemical free sulphite, the presence of which was due to negligence in manufacture, and also involved on the part of John Martin & Co. Ltd., from whom he purchased the underwear, a breach of the relevant implied conditions under the Sale of Goods Act.

Dr. Grant purchased the underwear in June 3, 1931. He put on one suit on the morning of June

28, 1931. By the evening of that day he felt itching in the ankles, but no objective symptoms until the next day, when a redness appeared on each ankle in front over an area of about 2½ in. by 1½ in. His condition got worse and worse, and he was confined to bed from July 21 for 17 weeks. The rash became generalized and very acute.

In November he became convalescent and went to New Zealand to recuperate. He returned the following February and felt sufficiently recovered to resume practice, but soon had a relapse and by March his condition was so serious that he went into hospital in April where he remained until July. In the meantime, in April, 1932, he began this action against the Australian Knitting Mills, Ltd., the manufacturers, and John Martin & Co., Ltd., the retailers.

At the trial, Chief Justice Murray, in the Supreme Court of South Australia, gave judgment in favor of Dr. Grant against both the manufacturers and the retailers for a single amount, £2,150. On appeal to the High Court of Australia by the manufacturers and retailers, the appeal was allowed by a majority. From that decision, Dr. Grant appealed to the Privy Council.

FROM the evidence, their Lordships, said Lord Wright, were of opinion that the disease was of external origin. It was said that Dr. Grant's disease might have been contracted by him from some external irritant, the presence of which argued no imperfection in the garments, but only did harm because of Dr. Grant's peculiar susceptibility. Thus the disease might have been initiated by the mechanical irritation of the wool itself, or, if it was due to some chemical ingredient in the garments, that might have been something in itself harmless, either because of its character or because of the actual quantity in which it was present, so that the mischief was attributable to Dr. Grant's own physical defect and not to any defect in the garments.

It was said that the manufacturers and retailers could not be held responsible for anything in the garments which would not be harmful in normal use. Two issues were thus involved: first, was Dr. Grant's skin normal, and secondly, was there anything in the garments or in any part of them a detrimental quantity of any mischievous chemical? There did not seem any reason to differ from the Chief Justice's finding that Dr. Grant's skin was normal. The case depended in the last resort on inferences to be drawn from the evidence.

Their Lordships were not satisfied that the Chief Justice was wrong. That conclusion meant that the disease (dermatitis) contracted and the damage suffered by Dr. Grant were caused by the defective condition of the garments which the retailers sold to him and which the manufacturers made and put forth for sale. The Chief Justice gave judgment against both manufacturers and retailers—against the retailers on the contract of sale, and against the manufacturers in tort on the basis of the decision in the House of Lords in *M'Allister v. Donoghue v. Stevenson*, 1932.

It was pointed out by Lord Wright that the principle of *M'Allister's* case could only be applied where the defect was hidden and unknown to the consumer, otherwise the directness of cause and effect was absent. The man who consumed or used a thing he knew to be noxious, he said, could not complain in respect of whatever mischief followed, because it followed from his own conscious volition in choosing to incur the risk of certainty of mischance. It was enough now to say that their Lordships held the present case to come within the principle of *M'Allister's* case. They thought that the judge



M. ROSS GOODERHAM, K.C., who has been elected President of The Manufacturers Life Insurance Company, in succession to his brother, the late W. G. Gooderham. He has been Vice-President and General Counsel of the Company, and now becomes President and General Counsel.

ment of the Chief Justice was right and should be restored as against both manufacturers and retailers, and that the appeal should be allowed with costs there and in the Courts below. Their Lordships would humbly so advise His Majesty.

GORE MUTUAL EXPANDS

COMMENCING business in 1839, long before Confederation, the Gore District Mutual Fire Insurance Company, with head office at Galt, Ont., has long occupied a prominent position among the soundest and best-managed insurance institutions of the Province. It has now decided to extend its field of operations into several other Provinces, and, in view of this expansion and the consequent increase in the volume of business, is erecting a substantial new fire-proof head office building, located on a site overlooking Soper Park, Galt. This building will be shortly ready for occupation, and the directors believe that the new office, with the most modern equipment, will enable the company to render still better service both to policyholders and agents.

The board at present responsible for guiding the activities of the Gore includes as president, A. R. Goldie, Galt, Ont.; vice-president, John R. Blake; and James D. Allan and Hugh L. McCulloch of Galt, G. Gordon Cockshutt of Brantford, W. W. Wilkinson and William Phillip of Galt, F. G. Rolph of Toronto, directors.

The management of the Gore is and has been for many years in the capable hands of J. R. MacKendrick, who is well known in the business and insurance community.

Quite recently the company has taken out a provincial licence in British Columbia and it is anticipated that the Gore will become licensed in the Prairie Provinces. With these extended developments in view the directors have appointed as special representative James J. Allen, who will accept responsibility for organizing most of the company's extended operations in Ontario and the Prairies.

MOVES CANADIAN HEADQUARTERS

THE Northwestern Mutual Fire Association announces the removal of its Canadian Accounting Headquarters from Hamilton to Vancouver, B.C. An office at Hamilton is being maintained, insuring to its Eastern Canadian policyholders and representatives the same loss adjustment and other services previously rendered by that office. D. Gordon McPherson, an employee of many years' standing and formerly attached to that branch, is in charge of the Hamilton office. A similar service will be provided to Western provinces through the Vancouver office. The officials of the company state that the move should permit not only an economy in its operations but, it is expected, will result in improved service to the public.

Editor, *Concerning Insurance*.
We are interested in obtaining information in detail, in respect to the Montreal Life Insurance Co. It is available and you could supply it with this, we should esteem it a favor.

R. J. A. Vancouver, B.C.

Montreal Life Insurance Company has been in business since 1910, and operates under Dominion charter and registry. Its name was originally The Travellers Life Assurance Company of Canada, its present title being adopted in 1924. It is affiliated with the Atlas Assurance Company Limited, of London, Eng., an old and powerful British company, established in 1808 and doing business in Canada

A Man Lives Too Long

if his old age must be spent in poverty and want.

He Dies Too Soon

if he has not made proper provision for the continued comfort of his family.

Life Assurance affords protection against each of these possibilities.

By means of one of the easy SUN LIFE plans, a man can be assured of an income for his own later years if he lives, or for his family's needs if he dies.

Your nearest SUN LIFE representative will be pleased to draw up a plan to suit your own particular requirements on request.

SUN LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE

MONTREAL

The Independent Order of Foresters

Issues the Four Square Protective Certificate, in amounts from \$1000 to \$5000, paid-up at sixty-five, with Double Indemnity features. It provides complete protection, with Disability and Old Age Benefits.

Associated with membership are many valuable Fraternal Benefits, including a Sanatorium for members suffering from Tuberculosis; the upbringing and education of Full Orphans; Homes for Aged Members; the services of a Cancer Clinic and, in many jurisdictions, Medical Attendance, and Sick and Surgical Benefits.

FRANK E. HAND, Supreme Chief Ranger

HEAD OFFICE, TORONTO, CANADA

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Non-Board Facilities—Canadian and Ontario Managers

WELLINGTON FIRE INSURANCE COMPANY	Assets \$ 1,138,088.08
FEDERAL FIRE INSURANCE COMPANY OF CANADA	Assets \$ 870,301.95
CONSOLIDATED FIRE & CASUALTY INSURANCE CO.	Assets \$ 751,686.60
MERCHANTS FIRE ASSURANCE CORP. OF NEW YORK	Assets \$12,453,549.00
PACIFIC FIRE INSURANCE COMPANY	Assets \$ 5,679,472.72
NEW JERSEY INSURANCE COMPANY	Assets \$ 3,425,249.64
MILLERS NATIONAL INSURANCE COMPANY	Assets \$ 5,553,497.66
LUMBERMEN'S INSURANCE COMPANY	Assets \$ 4,328,294.55
STANSTEAD & SHERBROOKE FIRE INSURANCE CO.	Assets \$ 960,585.87
AMERICAN AUTOMOBILE INSURANCE COMPANY	Assets \$12,483,861.26

TORONTO REPRESENTATIVES

GORE DISTRICT FIRE INSURANCE COMPANY	Assets \$ 2,056,871.69
ECONOMICAL FIRE INSURANCE COMPANY	Assets \$ 1,996,264.42
PERTH FIRE INSURANCE COMPANY	Assets \$ 1,422,390.94
PROVINCIAL INSURANCE COMPANY LIMITED	Assets \$ 7,011,678.15
BRITISH OAK INSURANCE CO., LIMITED	Assets \$ 2,526,718.86

Applications for Agencies invited and brokerage lines invited from agents requiring Non-Board facilities.

INSURANCE EXCHANGE BUILDING

14-24 Toronto St., Toronto, Ont.

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For the service of investors in mining stocks who wish to obtain more complete and detailed information on mining companies and properties than it is possible to furnish in "Gold & Dross", Saturday Night is now prepared to supply an individual interpreted analysis, including a complete financial and statistical report as well as an authoritative comment on the outlook, on any mining company and property in Canada.

The price to Saturday Night readers for each such analysis will be \$10.

SATURDAY NIGHT

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under Dominion licence since 1887, with a Government deposit at Ottawa of \$1,199,000 for the protection of Canadian policyholders.

At December 31, 1934, the total assets of the Montreal Life, according to Government figures, were \$5,534,106, while the total liabilities except capital amounted to \$5,262,525, showing a surplus as regards policyholders of \$271,581. As the paid up capital amounted to \$250,000, there was thus a net surplus of \$21,881 over policy reserve liabilities, provision for profits to policyholders, special reserves, and all liabilities. The total income in 1934 was \$1,437,915, while the total disbursements amounted to \$1,224,302, showing an excess of income over disbursements of \$213,613. It has a Government deposit at Ottawa of \$63,000 for the protection of policyholders.

Policyholders are amply protected, and all claims are readily collectable.

Editor, Concerning Insurance: I am enclosing some literature from the Ministers' Life and Casualty Union of Minneapolis, Minn., U.S.A. I understand the Union has been licensed by the Dominion Insurance Department and has established a company office at 39 Bloor St., W., Toronto.

I have a clergyman friend who needs such insurance coverage at the minimum of cost. Will you be good enough to let me have your opinion of the Ministers' Union? Does it maintain the government deposit, and is it safe to insure with along the lines of the enclosed?

L. E. H. Sarnia, Ont.

The Ministers' Life and Casualty Union, of Minneapolis, Minnesota, is now regularly licensed in Canada as a fraternal society, and has a deposit with the Government at Ottawa of \$63,000 in Dominion and Provincial government and government guaranteed bonds for the protection of Canadian policyholders. As it is required to maintain a deposit with the Government in Canada equal to the reserve on all policies issued in this country from the date of licence, and as all

claims under such policies are now readily collectable, it is safe to insure with for fraternal insurance.

At the end of 1934 its total assets were \$1,293,328, while its total liabilities amounted to \$989,054, showing a surplus over liabilities of \$304,275. Its premium income in 1934 was \$793,849, and its total income, \$766,246. Its losses paid amounted to \$366,752, while its total disbursements were \$563,125.

It specializes in insurance for clergymen, and features a combination cover, consisting of endowment life insurance and sickness and accident insurance. What it calls its "86,000-\$12,000 Combination" cover provides for the payment of \$12,000 in case of accidental death, and \$6,200 to \$8,196 in case of death from sickness. There is a permanent disability benefit of \$60 per month payable if sickness persists beyond 60 weeks, which benefit is payable until maturity of the policy, when \$6,000 becomes payable.

For accidental loss of two hands, feet or eyes, \$6,000 becomes payable; \$2,000 for accidental loss of one hand, foot or eye; \$20 to \$450 for fractures, dislocations, etc., and \$28 to \$2,016 for sickness disability.

There are two policies issued, an endowment life policy and a sickness and accident policy. For this cover, in the case of the endowment at age 65 and the sickness and accident policy, the annual premium at age 35 is \$143.72 the first year and \$209.72 in subsequent years.

Before sending in an application for this cover, it would be well to consider carefully the declaration to be made by the applicant and the answers required to the various questions asked, as the applicant declares that each and all the said answers are made to obtain said insurance, and agrees that they are each material to the risk, and that the society will rely and act upon them.

ONTARIO CODES

(Continued from Page 41)

other trimmings altered a bit this way or that. Her dismay and bewilderment, to say nothing of her annoyance, may well be imagined.

The millinery industry would simply be crippled if this law, as it still stands, were observed to the letter, or even in spirit. It was during the police court hearing in Toronto recently of four cases in which millinery firms were charged with violation of the schedule by having work done on a Saturday that this impossible situation was brought to public notice. The industrial standards officer, Louis Fine, admitted on the witness stand the impracticability of applying such a code to all the small millinery shops.

An appeal is being taken by the four millinery firms convicted, and the defence counsel, J. E. Day, K.C., is expected to endeavor to show that the millinery code is unenforceable, and the Act itself invalid.

The competency of a provincial legislature in Canada to enact legislation which comes within the sphere of the criminal code, or to pass laws which affect trade and commerce, is denied by the British North America Act. Yet it would appear that the Industrial Standards Act does both of these things, and a number of outstanding authorities on constitutional law are agreed that the Act is ultra vires of the provincial authority.

THE judicial enquiry of a couple of years ago relating to an agreement among plumbers in Toronto, and familiarly known as the "A.B.C. Probe," revealed a conspiracy in restraint of trade punishable by indictment under the criminal code, and convictions were registered. It was deemed by the court a breach of the criminal law because the parties to the agreement combined together to the effect that nobody should get a plumbing job unless he charged certain prices, or provided certain benefits.

It is pointed out by legal authorities that by virtue of the criminal law of the Dominion of Canada the effect of a conspiracy in restraint of trade is illegal. The effect of the agreements of the Toronto plumbers, referred to, was to drive people out of business.

Therefore, it is self-evident that the province cannot make valid under the heading of property and civil rights or local interests within the province that which by the parliament of Canada, under its unquestioned authority over the criminal code, is declared to be a crime. It should be noted, in this connection, that under the criminal code an agreement to do or procure to be done any unlawful act in restraint of trade excepts trade unions. Section 497 states that "a trade union as such is not deemed

to be in restraint of trade."

What appears to the lay mind as a very patent reason for the probable upsetting of the Industrial Standards Act as a provincial measure is the fact that the field of social legislation has been preempted by the federal authority.

Should the Supreme Court of Canada find that the federal statutes such as Chapter 59, 1935, relating to the Dominion Trade and Industrial Commission, the Eight-Hour Day law, etc., which have been referred to it by the King Government, are intra vires of the federal authority, the inevitable result will ultimately be an end to provincial statutes which affect wages and hours in industry, or in any way interfere with trade as between the manufacturers or distributors in one part of Canada with those in other parts of the country.

It should also be noted that the former Dominion Government entered the field of social legislation largely by reason of Article XIII of the League of Nations Covenant. By this clause it was agreed by all the nations which were a party to it that certain standards of employment, including rates of wages, should be observed by each signatory. Under section 132 of the B.N.A. Act the Dominion Parliament has the sole authority to implement a treaty, and certainly no province can defeat that prerogative. This is one point, our legal advisers tell us, which has been disregarded and not discussed by the authors of the Industrial Standards Act of Ontario.

NO ONE will deny that the objectives, or the main purpose of the Act, would if achieved be a good thing. Slave conditions in any branch of industry, or among any minority group within an industry are demoralizing to the whole. Low wages and price-cutting go hand in hand, and the unfair competition which results drags the whole industry down to a lower level where it becomes increasingly difficult for the decent employer to pay a fair wage and at the same time meet the low price of the "chiseler." In so far as any legislation, be it provincial or federal, may alleviate this condition, it commends itself to every right thinking citizen.

However, it has been found that owing to the high rates of wages set up in the schedules under the Industrial Standards Act the manufacturing cost, or building cost as the case may be, has risen to a point which prevents the employer from doing business, and so in effect results in restraint of trade.

It should be recalled that Mr. Roebuck promised in declarations to employers at meetings held while the Act was being finally drafted that the schedule of wages under the Act would be in the nature of

(Continued on Page 48)

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Why We Have a Central Bank

(Continued from Page 43)

EST it be thought that we have been exaggerating the change in the Canadian monetary system, the facts of the case may now be stated.

The earlier history of the older chartered banks shows the chief reasons for the foundation was to supply a paper currency in a country where a large and unsatisfactory variety of foreign coin was in circulation. Much local trade, indeed, had to be done on a barter basis. At the time of Confederation, however, bank notes were widely used. In addition, the banks were beginning to do an important deposit business. After Confederation, deposits grew much more rapidly than note issues as the following figures indicate:

Date	Bank Notes in circulation	Total deposits	Proportion
1871	\$ 20,915,000	\$ 56,287,000	2.7 to 1
1901	\$ 50,601,000	\$ 349,573,000	6.9 to 1
1931	\$ 141,969,000	\$ 2,422,834,000	17.1 to 1

Averages of twelve end-of-month figures.

That the present situation is productive of infinitely greater elasticity than could ever have been attained in the old days can be illustrated as follows:

Date	Bank deposits	Bank notes
1929	\$2,096,718,000	\$178,291,000
1932	\$2,236,640,000	\$132,166,000

Contraction in three years:
Bank deposits 17%
Bank notes 26%
Averages of twelve end-of-month figures

Let us turn now to the other matter to which the attention of the Bank of Canada is directed, the foreign exchange rate. Here, again, we find a remarkable change. We find ourselves at present in a world of widely fluctuating exchange rates. In the past few years the Canadian dollar and the American dollar and the pound sterling and the French franc, to mention only the ones in which we are primarily interested, have varied in a way which is nothing less than a nightmare to the street and also to the stock and bond markets who have depended on the money market for their livelihood. Now this is a situation which could not possibly exist in a country which had a central bank of pure gold in an American-dollar gold price and

in a Canadian five-dollar gold piece was the same, then the two pieces will exchange for each other. But there is no guarantee that a piece of paper stamped with the word "dollar" by the American government will always exchange for a piece of paper similarly stamped by the Canadian government. And there is, perhaps, even less certainty that "a dollar on deposit" with a Canadian bank will always exchange for a similar book-entry in an American bank! Thus we may conclude that the self-same development which has given elasticity to the internal monetary system of the country has also been largely responsible for permitting fluctuations in the foreign exchange rates. And there is no need to demonstrate statistically that fluctuations actually take place!

IT SHOULD be clear from what has gone before that the Bank of Canada is, for this country, a new piece of machinery to meet a new national and international situation.

The question is sometimes raised whether the chartered banks could not and did not exercise just the type of control which is sought from the Bank of Canada. On these matters, fortunately, we have the evidence of the banks themselves. Both before the Canadian Macmillan Commission and before parliamentary committees some of them stated quite frankly that, neither in the sphere of the volume of money nor in the sphere of the foreign exchange rate, was any control of the type envisaged being undertaken. Theoretically, I suppose, if the banks ceased to compete and got together on all matters of general policy, it is conceivable that they could exercise management of the general type required. But they themselves pointed out that this was not the business or responsibility of independent private, non-state-supported institutions; and they even went so far as to recommend the establishment of a new body, with some advisory and executive powers, to improve the existing system.

And so we have the Bank of Canada, charged as it is with grave responsibilities. We have



VICTORS AT ROYAL WINTER FAIR. Mr. John Irwin, and Col. Harry McGee, President of the Royal Winter Fair, presenting the G. Howard Ferguson Trophy to the Irish team, winners of the military teams jumping competition, the feature event at the Royal Winter Fair Horse Show. Left to right: Mr. John Irwin, Col. Harry McGee, Capt. O'Dwyer, Capt. Abern, and Capt. Lewis, of the Irish team. The military teams competition was made possible the past two years through the generosity of the McCall-Frontenac Oil Company, of which Mr. Irwin is president.

readily indicated some of the serious consequences in the nature of booms and depressions which may arise from uncontrolled elasticity in a country's monetary system. We should add a further word to explain what an important influence fluctuations in the foreign exchange rate may exert upon the general prosperity and progress of the country. This will be realized when it is appreciated that all our exporters of primary products sell their products on foreign markets; and the price which they receive in Canadian dollars depends equally upon the commodity prices prevailing in the markets of the world and upon the rate at which the foreign money received from Canadian sales is converted into Canadian dollars. Again, many Canadian debts are payable abroad in terms of foreign currencies, and if the price of these currencies rises, the burden of debt in Canada increases. Most of our larger municipalities and governments have foreign debts, and thus our tax rates, among other things, are partly determined by the foreign exchange rates. What with our great trading and great debtor position, it is abundantly clear that the exchange rate, which it is the task of the Bank of Canada to protect, is a matter of the highest national importance.

ONE last word. Just it should be thought that the bank was about to usher in the millennium. We have paid no attention in this article to the means which the bank has at its disposal to carry out its policies. These means are limited. It must be clear even to the most casual observer that the bank cannot possibly have complete control over such matters as "production, trade, prices and employment." Indeed it must be admitted immediately that the bank has by no means complete control even over the volume of money or over the foreign exchange rate. These two things are, of course, influenced by a number of complex and conflicting forces. We cannot here go into a detailed and technical consideration of the exact extent of the bank's control under all conceivable circumstances; but we can say, without fear of contradiction, that in both fields the bank may exercise some influence.

Whether the influence exerted by the bank is for good or ill depends in part, of course, upon its legal structure and constitution. This has been a matter of recent political controversy. But it depends in far greater degree upon the excellence of its management. In this the bank has made a singularly propitious start. Its personnel, while small in numbers, is high in ideals and in ability, and in this I am speaking from personal knowledge and not from rumor.

The bank has already started the business of central banking. It is holding the reserves of, and operating as a clearing house for, the chartered banks. It has become the government's banker, and with the help of its advice and its machinery two highly successful government loans have been floated. It is issuing the only legal tender paper money in the country, and it has withdrawn the old Dominion note issue. Its officers are known to be in touch with central bankers elsewhere, thus gaining access to a unique source of information regarding monetary policies and the general course of events in other countries. An "Exchange Fund" for the protection of the Canadian exchange rate has been established, and temporary disposal has been made of the money until it may be needed. All this and more has been accomplished without materially interfering with or deranging the financial business of the country. The skill with which this has been done itself speaks for the expert qualities of the staff of the bank.

We may thus conclude that the

bank is playing a useful part in the changing world in which we find ourselves. In the nine months of its existence it has satisfactorily solved all its initial problems. This speaks well for the influence which it may exert upon the financial and economic future of Canada.

The Canadian boot and shoe industry supplies over 95 per cent. of the home market and does a small export business. Imports of boots and shoes come mainly from the United States and the United Kingdom, while exports of Canadian leather footwear go chiefly to the United States and the neighboring islands of St. Pierre-Miquelon and Newfoundland.

MINES

(Continued from Page 43)

average width is close to three feet. This is as good, if not actually better, than the average at upper levels.

Noranda plans to go ahead this winter with development of hydro-electric power of its own. Lower costs are the objective, with a view toward still further increase in the volume of payable ore — already estimated at 28,000,000 tons.

Lamaque Gold is up to 450 tons of ore per day. An important feature at this property is that the present production is based upon values of around \$10 or more per ton, whereas the preliminary work has in addition indicated an extremely large tonnage of very low grade on which a mine of particularly large tonnage may ultimately be based.

Shawkey Gold, Perron Gold, Sullivan Gold, Greene-Stabell, Sigma, Beaufort, Mud Lake, Siscoe, Beattie, Thompson-Cadillac, Canadian Malartic, McWatters, Granada, O'Brien, Arncliffe, and others are among the great array of properties already producing gold or about to do so in the new mining fields of Quebec.

Lacoma Gold is drifting at the 250 ft. level on wide structure in which some gold is visible, but with payable average not yet determined.

Central Patricia opened a length of 135 feet of high grade ore at the first level of the Springer group before passing into broken ground.

After continuation of the drift through the broken conditions, ore has been entered again.

Coniagas has holdings with a current market value of about \$4,000,000, including heavy holdings of Pamour, Sturgeon River Gold, Coniagum, etc.

Bidgood has been encouraged by cutting a width of 15 feet in a drill hole from which an assay of \$7 in gold is reported in the sludge.

Some of the leading dividend paying gold mines are presented so as to illustrate the importance of individual enterprise during 1935:

International Nickel	\$10,935,000
Lake Shore	8,000,000
Hollinger	4,500,000
Dome Mines	3,813,000
Wright-Hargreaves	3,300,000
Hudson Bay	2,758,000
Noranda	2,240,000
Inter. Nickel pref.	1,934,000
Teck-Hughes	1,923,000
McIntyre-Porcupine	1,596,000
Pioneer	1,401,000
Falconbridge Nickel	997,000
Siscoe	968,000
Con. Smelters	815,000
Sylvanite	660,000
Premier	650,000
San Antonio	471,000
Macassa	397,000
Bralorne	300,000
Reno	256,000
Anglo-Huronian	251,000
Howe Gold	250,000
Kirkland Lake Gold	157,000
Nipissing	150,000
Toburn	148,000
Buffalo Ankerite	115,000

In addition to these were a number of smaller dividend payers.

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"POWER'S"
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FIRST LOCOMOTIVE IN ONTARIO — THE LADY ELGIN.
As it appeared in 1881, in Northern Railway Yard, foot of Brock Street, Toronto. Photograph from John Ross Robertson Collection.

ONCE Ontario was proud of "The Lady Elgin". She was Ontario's first locomotive. For many years she burned wood and belched smoke from her high-crowned stack as she clattered along through Central and Western Ontario. She is shown here as she was in 1881—some six years after the increasing hazards of power had brought about the formation of the protective services of The Boiler Inspection and Insurance Company.

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dustry with a power that was almost unknown then. To this advancement this Company has made substantial contributions through knowledge gained in its continuous study of conditions affecting safe operation. On questions of design, construction and installation The Boiler Inspection and Insurance Company is constantly consulted.

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ONTARIO CODES

(Continued from Page 45)

rules for minimum wages within the branches of industry covered by them, and not universal wages. In certain schedules now in force the employer who was paying a higher rate of wages than called for in the schedule of his industry is forbidden to lower his wage rate below that which he was paying to his employees when the schedule went into effect. This is the case with the cloak and suit industry, section 8 (a) of the schedule with the proviso under section 9 that any employer shall have the right at any time to submit to the Board administering this schedule, the name of any employee to find if his production is under normal. If such is found to be the case the Board determines a special rate for such employee.

However, the point which should be noted in connection with these minimum wage rates, as now provided in most of the schedules passed by Order-in-Council, is the fact that they are practically on a par with the highest paid, or the union scale, and not anywhere near the prevailing rate of wages. Granted that the latter was too low in many instances, the minimum to be imposed so as to end "sweat shops" was surely not intended by the Legislature to be the scale

which the very small percentage of employees organized in trade unions was able to get from their employers. The failure to take the cost of living into account, and so determine what the "real wage" is, has resulted in aggravating the un-economic relationship which already existed between the cost of primary products and manufactured articles. The consequences of this legislation from the purely economic point of view are too apparent and real to require further elucidation at this time.

Again from another angle in viewing the prospect in comparison with the reality of the measure, some employers who attended meetings with the Minister of Labor and his aides to discuss the proposed provisions of the Act will recall that the question of maintenance men in industry came up. Employers wanted some assurance that handymen whom they employed around their plants would not be classed as painters or carpenters under the schedules. Mr. Robbuck felt it would be very difficult to provide in the Act itself for all such contingencies as might arise in this connection, but he assured the employers that as no schedule could go into operation until approved by the Minister, supervision over the question could thus be obtained.

The definitions of "employer" and "employee" are so all-embracing in their scope, and in view of the fact that there is no definition of a "maintenance employee" in the Act, it has become necessary, in the opinion of the Minister of Labor, to require reference to the Minimum Wage Board each specific case where maintenance work is claimed by an employer, and to obtain from the enforcing authority a ruling. Thus we have government by men, or officials, instead of by well-defined statute.

THE Act, according to the interpretation put upon it by the officials at Queen's Park, goes much further than to apply to all workers for contractors, or employers of labor in factories. It means YOU and me. Mr. Citizen who wants to hire a man to do the odd job around his house, or Mr. Citizen who wants to advertise in the newspapers, as some of them do, for any kind of work at 25 cents an hour. If painting, paperhanging, carpentry, electrical, or plumbing work is to be done for the householder, the rate of pay stipulated in the schedule under the Act, in the area or zone covered, must be paid. These rates vary from 75 cents to \$1.00 an hour. Violations may mean penalties by fine or imprisonment for both the householder and the handyman.

It hardly seems likely or conceivable that the members of the Ontario Legislature ever contemplated an effect of this statute which would so interfere with the liberty of the individual.

If I want to sell an apple to my neighbor for a nickel, why can't I sell ten minutes of my time for a five-cent piece? Must I go to the Minister of Labor and find out whether I am an employee within the meaning of the Act? I certainly am if I happen to wield a paint brush or swing a hammer at so much per. If I am employed in a large factory as a machine operator, and during a slack season my boss offers to let me do some painting for him around the premises, I must find out from the Minister of Labor of the Province of Ontario whether I may do this work at my usual rate of pay and be classed as a maintenance man, or insist that my employer, to keep both himself and myself out of trouble, pay me at the painters' schedule rate.

It would seem that the Industrial Standards Act trespasses upon one's civil rights. Our vaunted freedom of thought, of speech and of action within the provisions of the criminal code is surely challenged here. Indeed by its very implications this law may be more drastic in terms and intent than the most prohibitive regulations ever imposed by D.O.R.A. The Defence of the Realm Act of Great Britain in war time, or similar legislation for the "peace, order and good government of Canada" enacted in periods of national emergency or crisis.

Sir William Blackstone, the great English authority on law, in writing during the eighteenth century of civil liberty as understood in England, made a statement which might well be borne in mind when one considers this statute which so restricts the private citizen of Ontario in selling his labor, or the products of his labor. Blackstone said, "A land, perhaps the only one in the universe, in which political or civil authority is the very end and scope of the constitution."

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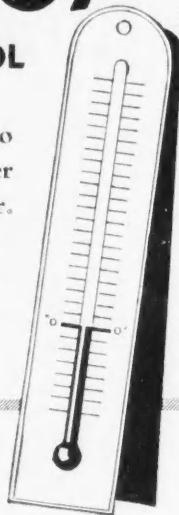
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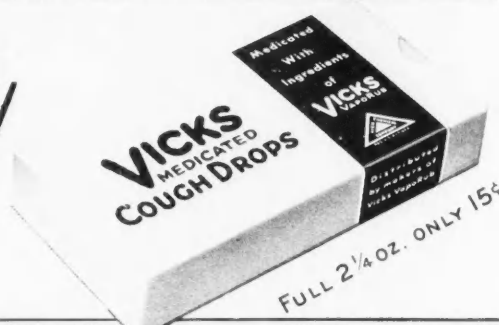
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SATURDAY NIGHT

PEOPLE » TRAVEL » FASHION » HOMES » LETTERS

TORONTO, CANADA, DECEMBER 7, 1935

INTERESTING THE CHILD AT WINDY RIDGE SCHOOL

BY J. ALLAN CASH

WINDY RIDGE Day School is directed by Dr. Blatz, the head of the Child Psychology Department at the University of Toronto, which includes the St. George School for Child Study.

In all the classrooms visited the children were busy and happy. There was a complete absence of fear of the teacher, such as we remember so well in our own school days. Discipline is maintained with the greatest of ease simply by keeping the children busy. Young children will only remain busy as long as they are interested, and that is just what progressive education, as practised at Windy Ridge, aims at, teaching by means of various projects in which the child is absorbingly interested.

One could not help noticing the great freedom in all the classrooms. Children moved around from one to another, helping, suggesting, enthusing over each other's work. The teacher, with infinite patience, watched the progress of whatever was going on, only giving assistance where necessary. There was little evidence of group teaching. No class contained more than twenty children, hence individual teaching methods could easily be used. If a child showed evidences of losing interest, the teacher would go to him or her, as the case might be, and by gentle suggestion and help renew his enthusiasm in whatever he was doing. It was not a case of finishing the job for the child, but rather overcoming the difficulty and encouraging the child to complete it. The nervous strain of a strictly disciplined class was entirely missing, yet just as much, or more, was being accomplished in an atmosphere of freedom and happiness. It was all delightfully informal yet obviously efficient.

THE method of projects used is very interesting. The children of one class are taken to, let us say, the Union Station, where once a year the Canadian National Railways kindly throw open the New York train to them. They are shown all through it, watch a porter make up a berth, and so on, finally being served with apples in the dining car. Returning to the school, they discuss the outing among themselves. Then one of them expresses a desire to make a model train, paint one or play at trains, first making the uniforms, etc. Thus the children create a series of lessons in woodwork, clay modelling, drawing, painting. The upper grade classes add writing to

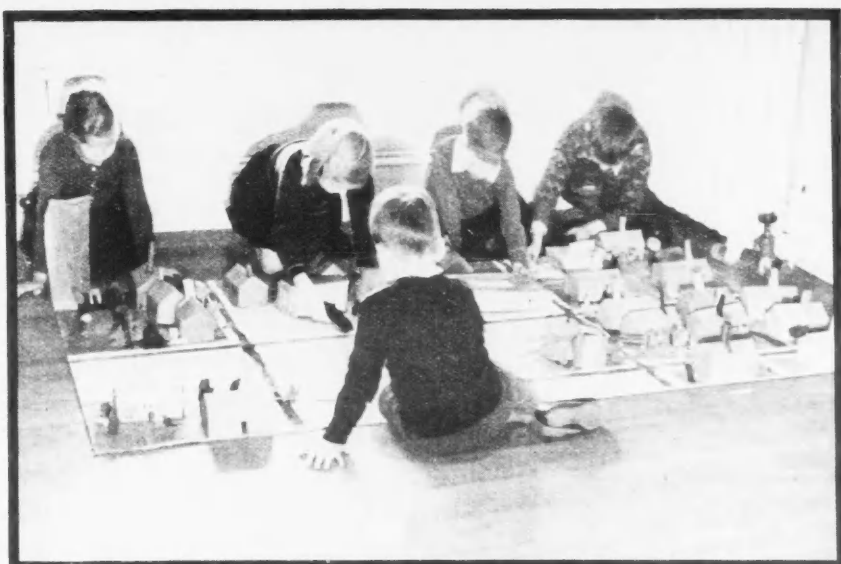
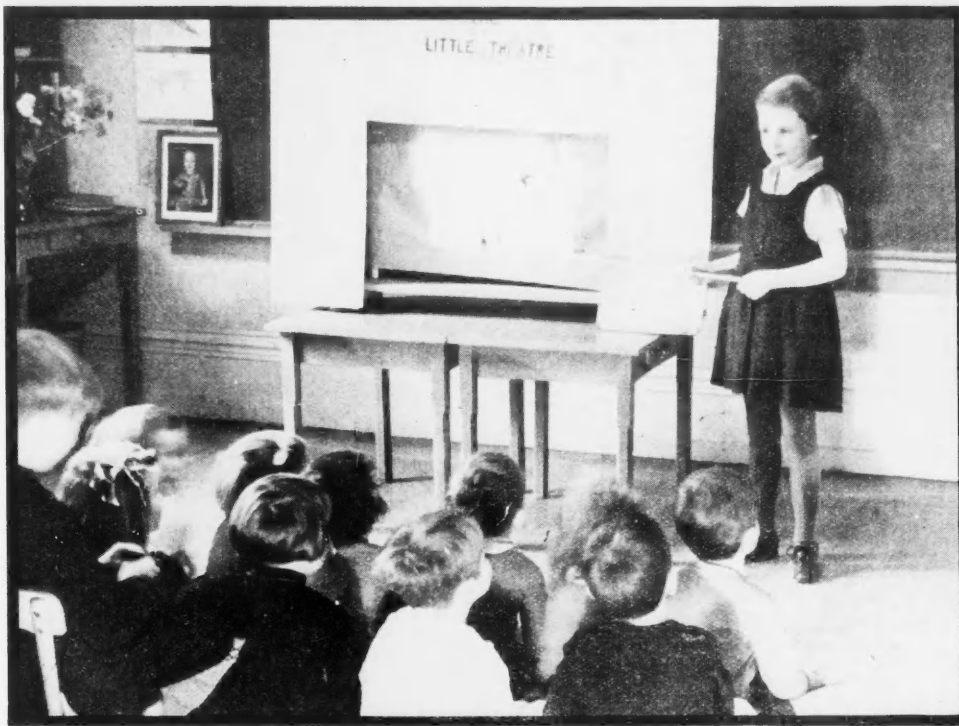
THE PICTURES

JAY'S camera went to Windy Ridge Day School and recorded many of its activities: the little "little theatre", the painting and clay modelling and carpentry; and a particularly hopeful sign for the future, the town-planning. Story-telling is the reason for the large, thoughtful groups in the left centre. The upper right-hand picture speaks for itself.

this as well. These lessons go on as long as the interest is maintained on the one project—trains in this case. As soon as this shows signs of flagging another trip is made to a totally different place, starting a new line of thoughts and impressions. Thus is the child given a broad general knowledge of modern life while he is being educated in an interesting and unobtrusive manner.

The youngest children, in the pre-kindergarten class, range from two years and nine months to four years of age. The main object of sending them to school at such a tender age is to encourage them to mix with other children. Their tuition consists of supervised playing out of doors until 10:30 a.m., then the elements of painting, drawing, singing, rhythms and various forms of handwork. It was

(Continued on Page 40)



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TORONTO FESTIVAL

BY MALCOLM MORLEY

Editor's Note: This article continues Mr. Morley's engaging serial on the last Dominion Drama Festival.

HART HOUSE THEATRE was the scene of the Regional Festival in Toronto. For five nights in succession this model playhouse was filled with spectators following the fortunes of the contesting teams with the keenest interest. The audience came prepared for the best and the worst, and though there was some of both, the best easily prevailed over the worst.

There was considerable variety in the plays presented: nearly every evening gave a well balanced bill. The New Miracle Players began the Festival with an act from "Little Brothers of God" written and directed by Stephanie Jarvis. St. Francis of Assisi was the character dominating this modern work initiated from the old miracle plays and containing much of their simplicity, as well as an observance of religious ritual. The three scenes of the act were different incidents, a number of which put together made the complete play. The mistakes of Brother Juniper, a dither-headed monk, provided an amount of fun. An episode in the kitchen showed him as a cook placing an unplucked bird, feathers and all, in the pot to boil. His humors were spaced between the ceremonial solemnities of the church. It was ingenious as a whole and yet had genuine feeling, thanks to the sensitive direction of the author. The aim of the New Miracle Players is well stated to be an expression of devotion, beauty and humanity in art.

"LITTLE Brothers of God" was one of the five entries in Toronto that came under the heading of original Canadian plays. This description was intended to cover new works by Canadian dramatists irrespective of the subject matter which might be taken from anywhere in the wide world or beyond, as far as authorship could reach. "God Caesar," by Marguerite Price, was contributed by the Playmakers Club, a very live society regularly giving programs in the city of new plays by all manner of potential playwrights, nearly always of feminine gender. The piece proved an amusing satire with Julius Caesar in triangular juxtaposition to Calpurnia and Cleopatra. He is made to believe himself a god when a statue apparently comes to life at his command. It was a capital little play with practically all its high spots unattained in a production that was otherwise colorful and good to look upon. Marguerite Price, writing in a kind of *ex libris* supplied effective dialogue to feed the situations of her invention. "God Caesar" was placed fourth among the Toronto entries, bracketed for that position with "To the Dead Man," presented by the Dickens Fellowship. It was eventually to win the Chelsea Trophy awarded by Barry Jackson and a cash prize of \$100 from the Central Committee for being adjudged the best Canadian play entered in the Festival.

The piece was quickly included in the newly inaugurated series of Canadian Playwrights issued by the Canadian house associated with the name of Samuel French, the biggest play publishing firm (or firms) in the world and with an ancestry going back to Thomas Halles Lacy who, from his shop at 89 the Strand, London, W.C., was turning out printed plays nearly ninety years ago. There is no actual Samuel French to be found in 480 University Avenue. If alive, by this time he would be old enough to be the father of Bernard Shaw. Instead of meeting an old, old man with his mind probably steeped in the past, I found an interesting social with her thoughts on the present and an Argyesye on the figure of the amateur stage. Mona Coxwell, in the name of the absent Samuel French, is the most vibrant play guardian in the Dominion. Her shelves contain all manner of dramatic works, from "Box and Cox" of old to the latest winner in London or New York. Without any assistance, nominal or otherwise, from French she issues the *Canadian Play* every month, the one magazine in Canada devoted entirely to the drama and kindred arts.

RETURNING to Hart House where we left the Festival in Progress and were considering the original plays being shown there, it seemed to me doubtful if "To the Dead Man" should be so classified. Could it be described as a new play when the piece was a dramatization of a Charles Dickens story, "The Lazy Tour of Two Idle Apprentices" by K. W. Elton, a Canadian author? Was any adaptation of Dickens an original Canadian play?

The little-known story from which it originated does little more than suggest the neatly contrived play I saw. A traveler takes the only room in a country inn to discover he is sharing the chamber with a dead man. The supposed corpse rises and explains that his condition was one of trance and that he is really kept alive by drinking a certain potion at intervals. The potion he produces and pours into a glass. Whilst the traveler's back is turned the resurrected man exchanges glasses, giving to the apparently living man the one with the reviving potion in it. They drink and the corpse retires to the bed he had formerly occupied. The next morning the happening of the night before appears to the guest at the Inn to have been a dream. But was this so? From the text spoken I assumed it was a dream and in summing up afterwards, stated that to be my opinion. In the desire to prove the fallibility of an adjudicator, a caption on the program contradicted me in his journal. I reconsidered the point. It was, perhaps, a debatable question. To clear the issue, I asked Horatio Purdy who directed the play, and also acted the leading part very well, which of us was right — critic or adjudicator. "Neither," was his response. "The play is supposed to end on a note of query." What the Dickens? Well, I am going to read the story again — when I can find it.

AN ORIGINAL play that was heavy going was "Port Said," by V. L. Banks. It was the entry of the Beach Roaders and was so full of derelicts that I thought the team would have been better named the Beachcombers. The principal derelict realizing his complete and utter worthlessness, shoots himself off stage. How the play labored in its triteness! My mind could not help but go back to a piece of the same title and subject by Emyln Williams.

More worthwhile was the offering of the Play Workshop, a scene from a full length play, "Hill-land," by Herman Vanden. This was set down on the program as an experiment towards a Symphonic Theatre. Never having encountered a Symphonic Theatre, I was anxious to learn more about it. The plea of the author was to bring to the theatre the solidity and power of sculpture and architecture, the glory of painting, the spiritual immediacy of music; and to restore to it the greatness of poetry, dance and ritual it once knew. These qualities were to be combined in new plays written and produced in a language richer and more complete than heretofore evolved. And he rightly admits the difficulty of fulfillment.

One art often supplements another. The ordinary playhouse seeks the service of all the fine arts: they are made accessories to the Drama. Drama, itself, still remains as Drama when shorn of helping arts. It may be said to employ the other arts, being, as it were, their master in the theatre, the place that exists for the enactment of Drama. A poem is not Drama, yet the Drama makes use of poetry. Painting is not Drama, but the Drama decorates itself with the work of the painter. So the established theatre has grown to accept the dominance of the Drama over arts which are more fully expressed outside its walls.

THE Symphonic Theatre seeks an orchestration of the arts, a kind of democratic combination where each has its assigned part and none commands. The result is something different from Drama; which, in this (Continued on Next Page)

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TORONTO FESTIVAL

(Continued from Page 30)

coalescence with other arts, loses its command. Taking "Hill-land" as an indication of the aims of the Symphonic Theatre, I found that, though its appeal was both visual and oral, my emotional response was continually being halted as the mediums of expression altered on the stage, or as one of them dominated for the time being over the others. There were moments of beauty in "Hill-land," great beauty. Pictorially it was impressive and the changing lights gave new moods to the composition of the stage picture. The production, too, as claimed, was enriched by the music, both the instrumental and that of the human voice. Nevertheless, the Drama itself being made subservient in an orchestration of arts, there was generally absent the vital quality of action. It was a highly static representation, an elaborated tone poem; something over, not necessarily above, Drama. That was a thing that had been overlain; smothered, it might almost be said, by the added interpretive forms. Not that the whole was without a certain aesthetic satisfaction, the presence of which was sufficient justification for the Symphonic Theatre.

The descriptive term was chosen by Herman Voaden and the definition applied to an arrangement whereby a theme treated on the stage had several contrasted, yet inwardly related movements, the movements being expressed by the different arts. The theme of "Hill-land" was the sequence of the seasons, Spring follows winter and, with humans, birth follows death. Such was the plan of the play; there was no plot in the accepted theatrical use of the word.

Liszt composed "symphonic poems." Then why not the "symphonic theatre" invented by Voaden and presumably inspired by Continental experiments? In comparing "Hill-land," as I had to do, with the other entries, I found that its main merits were outside the scope of what was ostensibly a Drama Festival. My endeavor was to judge that which fell within the accepted meaning of Drama, only considering music, sculpture and other parts of the symphony as contributing factors. From the symposium I selected what was apposite to the action of the

ordinary stage. This conservatism was appropriate, I think, in a Festival where competing teams throughout the Dominion entered the field with the general understanding that the chief agent in the performance of the Drama was the actor.

The Play Workshop is an enterprising group in Toronto and is seeking to develop a distinctly Canadian art of the theatre. Quoting Emerson, the director, Herman Voaden, asks: "Why should we grope among the dusty bones of the past?" It is a challenge that incites and makes for achievement. Yet it can be answered, for bones are the structure of life and bones are made from bones. The group, though only in existence a brief year, has been exceedingly active. It has become a laboratory of the theatre in which are sifted the elements to be used in dramatic composition. More than a dozen completed works have been performed, among the contributing authors being Bertam Brooker, demanding that Canada be self-reliant in art. Jesse Edgar Middleton, historian and critic, Jameson Field, whose rich voice was heard as the Commentator in "Hill-land," T. M. Morrow, prize-winner of play-writing contests in Winnipeg and Montreal, and the prolific Dora Smith Conover.

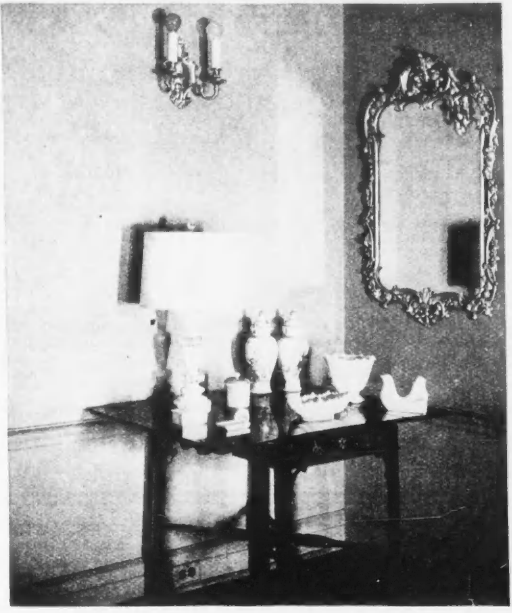
IT WAS in Toronto that I saw the best performance of all those I judged in the Regional Festivals. The play was "The Poacher," by J. O. Francis, the entry of the Arts and Letters Club, the same club that was foremost in the Little Theatre movement some twenty years ago. In Regina I had seen this very Welsh play given by the Saskatoon Little Theatre Club when the interpretation had differed greatly from the present. There had been a few quality introduced lending charm to the production. The characters seemed to be led, against their will, into a mystic wood. At Hart House the piece was directed by Edgar Stone and very definite was his touch. There was no question about the urge that overcame Thomas Shon or about his temptation by the cunning, if slightly loose mentally, Dicky Bach Dwl. It was no dryad call taking them into a wood but only too obviously that of the "Old Soldier," as the rabbit who eluded all snares was called. The converted Poacher could resist no longer. His very honor was at stake. It was something that stood higher than his conversion. He and Dicky went out with the grin and set determination to bag that Bunny. The treatment was humanly realistic where on the previous occasion it had appeared fanciful. "The Poacher" seems to adapt itself to either method of production, although the true rendition of the text is the realistic, a fact I afterwards verified from the author.

It was hard to find fault with Stone's direction. In duty bound I tried and mentioned some trifling details. But everything that mattered was as near perfectly done as I could tell. The play presented fewer difficulties than most of the pieces attempted in Toronto. It was less ambitious than the majority. Without doubt, however, it was the best played and had inevitably to take first place. Ivor Lewis, with his lumbering hesitancy and weighed down with the rectitude that pained him so sorely, gave a delightful characterization of the Poacher. Geoffrey Hatton, all outward innocence, as Dicky beguiled and cajoled until Thomas was ensnared like one of the rabbits they were both after. Percy Schutte was a dour Dwydd Hughes and Agnes Muldrew an understanding Marged, individual performances both contributing to the excellent ensemble. My high markings for "The Poacher" were afterwards confirmed by Allan Wade when as Adjudicator for the Finals he placed the Arts and Letters Club first among the English entries.

Second place at Hart House was secured by "His Widow's Husband," which was the offering of Hart House Theatre itself. The play, an adaptation from the Spanish of Jacinto Benavente, was no easy task and Nancy Pyper, who directed, achieved much. A past intrigue, indicated largely in the undercurrents of conversation, is the cause of unwelcome publicity for a married couple. Of great help to the piece was the pose, as opposed to pose, of Andrew Allan in a "Charles—his friend" role and the vitality of Francis Peddie who exuberated as a ruddy-bearded Spaniard in the publishing line. The wife had the lament personality of Jane Mallet, an actress of resource and with a feeling for situation that carefully restrains her sense of travesty. (That abundant sense she possesses finds an outlet in the entertainments which she and Fred Manning give at intervals under the title of "Town Topics." Here nothing is sacred, not even her own laugh, said to be the heartiest in Toronto.)

Mr. and Mrs. Sterndale Bennett work in harness and direct the productions of the Toronto Musicians connected with the firm of Eaton's, without doubt the largest department stores in the world. Together they gave period and tone to the second act of J. B. Fagan's "And So To Bed," a complete play in itself, which came third on the list.

A Grand Guignol showing was "Eyes," by Maxine Block, presented by the Young Judaea Drama Group. The central situation of Zola's "Thérèse Raquin" was here stressed and over-stressed with lightning. Miriam Perl was very effective as a dumb paralytic unable to protest at the loose love-making of her grand-daughter save with her eyes—hence the title, "Black Night," given by the Beaches Library Drama League, was not a well-chosen entry; neither was that of the Toronto Public Library Dramatic Club, which was a wordy drama of the Cavalier-Roundhead conflict in England. There were opportunities of costuming and the dresses of the all-women cast were a decided feature but the piece itself lacked the drama it spoke so much about. The Toronto Library has many better plays on its shelves in the large and comprehensive section of it that is devoted to the Drama.



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Regular sailings during the winter from New York, Boston and Halifax to England, Scotland, Ireland and France.

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and Jamaica nights are good too, in the mid-tropics where summer was born—where cloud-ripped mountains rise from coral sea beaches.

On the beach, Maids of Honour, dancing and entertainment, presented by the hotel and village. For information and air service, write from November 15 to April.

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—Ports of Call

A CALENDAR FOR BERMUDA

AMATEUR GOLF TOURNAMENTS

Jan. 9—St. George Golf Club—Send Annual Tournament for St. George Trophy

Jan. 11—Belmont Manor Golf Club—Spey Royal Annual Trophy, 36 holes, Team Championship

Feb. 11—Belmont Manor Golf Club—36 holes, Hiram Walker-Gooderham and Worts, Team Championship

Feb. 17-26—Riddell's Bay Golf and Country Club—3rd Annual Invitation Mid-Ocean Castle Harbour Tournament (Headquarters at Belmontiana Hotel)

Feb. 24—Mid-Ocean Golf Club—Invitation International Tournament Match Play—Teams representing Canada, U.S.A., Bermuda and H.M. Forces in Bermuda

Feb. 24-29—Riddell's Bay Golf and Country Club—Annual Bermuda Ladies' Championship

Mar. 2-7—Belmont Manor Golf Club—Belmont Manor Ladies' Championship—Qualifying and Match Play

Mar. 19-24—Riddell's Bay Golf and Country Club—Warwick Vase Tournament

Mar. 17-21—Belmont Manor Golf Club—Belmont Manor Men's Championship—Qualifying and Match Play

Mar. 24-28—Riddell's Bay Golf and Country Club—Annual Bermuda Amateur Championship

Mar. 24—Belmont Manor Golf Club—International Men's Tournament for Ellis Brothers Trophy—Team Championship

March 31-April 1—Riddell's Bay Golf and Country Club—2nd Annual Mixed Four-Some Tournament

Weekly Tournaments—Riddell's Bay Golf and Country Club—Visiting Ladies—Match Play—Every Wednesday, January to April, inclusive

Riddell's Bay Golf and Country Club—Visiting Men—Match Play—Every Thursday, January to April, inclusive

Belmont Manor Golf Club—Visiting Men—Match Play—Every Friday, January to April, inclusive

Riddell's Bay Golf and Country Club—Belmontiana Hotel Tournaments—Match Play—Every Tuesday, January to April, inclusive

Belmont Manor Golf Club—Garden Course—Match Play—Every Thursday, January to April, inclusive

Princess Hotel—Garden Course—Match Play—Every Wednesday, January to April, inclusive

Weekly Tournaments—Belmontiana Hotel—Every Thursday, January to April, inclusive

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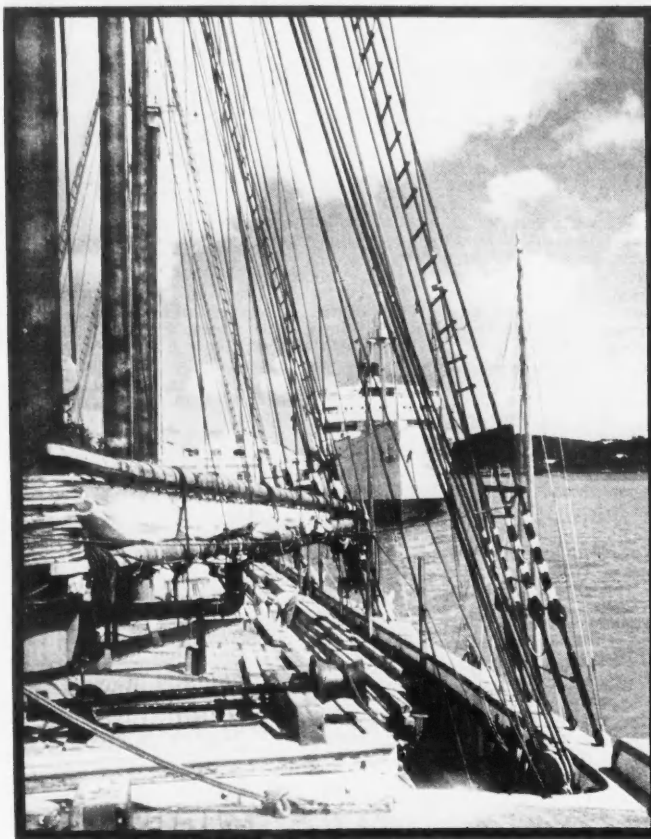
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HARBOR SCENE. The Lady Rodney of the Canadian National Steamships fleet seen through the rigging of an old-world sailing ship, at her berth in Hamilton harbor, Bermuda.

—Photo by David Knudsen.

week from Hamilton, St. George and Platts Inlet. Lines and bait are provided. Visitors desiring to participate can make arrangements through the offices of their respective Hotels.

HORSE RACING

Excellent race meets are held frequently during the season by the Bermuda Jockey Club at the Shelly Bay Race Track. Announcements of the dates are made in the Local Press.

ARCHERY

Numerous tournaments are arranged by the Belmont Manor Archery Club.

LAWN BOWLING

Princess Hotel Lawns—Events announced in Local Press. Belmont Manor Hotel Lawns—Every Wednesday, January to April, inclusive.

CROQUET

Bermudiana Hotel Lawns—Every Thursday, January to April, inclusive.



IN THE ISLES OF REST. Old St. Peter's Church in the old capital of St. George, Bermuda.

—Photo by Walter Rutherford.

BADMINTON

Princess Hotel Courts—Events announced in Local Press. Belmont Manor Club—Events announced in the Local Press.

CONTRACT BRIDGE

March—The Bermuda Bridge Club—The Annual Bermuda Contract Bridge Tournament takes place in March. Weekly Duplicate Tournaments are held on Monday evenings throughout the Winter Season, in which visitors may participate.

TABLE TENNIS

Feb. March—The Bermuda Athletic Association—Annual Bermuda Ladies' Championship, Annual Bermuda Men's Championship.

DOG SHOW

1st Week in March—The Annual Bermuda Dog Show, under the auspices of the Bermuda Kennel Club.

EXHIBITIONS

1st and 2nd weeks in March—The Annual Bermuda Art Exhibition. 2nd Week in April—The Annual Flower Show under the auspices of the Bermuda Garden Club.

FLORAL PAGEANT

The Bermuda Pageant of the Bermuda Easter Lily will be held during the height of the Easter Season in 1936. The program includes a gigantic street parade of decorated floats and the competitive decoration of streets and shops. The Pageant is a riot of colorful beauty, and is an event long to be remembered.

TRAVELERS

Colonel W. A. Bishop and Mrs. Bishop, of Montreal, were guests of the latter's parents, Mr. and Mrs. C. E. Burden, in Toronto for the Royal Winter Fair.

Mrs. K. C. Burness, of Victoria, B.C., was the guest of Mrs. Edmund Newcombe in Ottawa for a short time, before going on to Winnipeg before returning to Victoria with Major Burness. Major and Mrs. Burness have spent the past two years in England.

THE WONDERLAND of THE PACIFIC NEW ZEALAND

New Zealand, sister Dominion of Canada in the British Empire of Nations, invites you to visit her wonderful scenic beauties, and partake in her unrivalled sports—fishing, hunting and bathing.

New Zealand—a trip of two weeks over tropical seas with calls at the storied Islands of the Pacific.

New Zealand—Maoriland—the pocket edition of the scenic world, where nature provides

unforgettable wonders, including the Glow worm caves of Waitomo, and Greyland of Rotorua.

New Zealand travel is inexpensive—\$4.00 Canadian equal to £1 New Zealand.

New Zealand tours are planned, itineraries provided and costs estimated at all reputable travel agencies or at the office of



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Catch FLYING FISH ~for a pie!

Barbados is famous (among other things) for its flying-fish pie. Also for its rum swizzles and the finest creamy beaches that ever beckoned a bather. Also for its barracuda, dolphin and kingfish fishing. The trade winds blow gently over this coral island all year round. Golf, bathing, tennis, yachting are given proper emphasis in this "Little England"—where even the coloured folk have a British accent. Splendid roads; cars for hire. **LOW LIVING COSTS** make wintering in Barbados an actual economy.

IDEAL TEMPERATURE
Dec. - April: 70° - 80° F.
May - November: 76° - 88° F.

Frequent Service by several steamship lines

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CANADIAN NATIONAL STEAMSHIPS LTD.,
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BARBADOS PUBLICITY COMMITTEE B.W.I.

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MR. AND MRS. REYNOLDS L. MERRY, of Toronto, snapped in Bermuda at the Belmont Manor. Mrs. Merry is the former Miss Maurine Wilson, daughter of Dr. and Mrs. George F. Wilson, Toronto.

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From BOSTON Dec. 21
\$105 up 12-15 days

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Sightseeing
Extra
From HALIFAX Dec. 19
From BOSTON Dec. 21
\$120 up 16-19 days

JAMAICA
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Sightseeing
Extra
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From BOSTON Dec. 14, 28
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BRITISH GUIANA**
ALL EXPENSES
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Extra
From HALIFAX Dec. 19
From BOSTON Dec. 21
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All first class, outside rooms, unsurpassed cuisine, organized entertainment, outdoor bathing pools, perfect personal service.

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EXCELLENT GOLF QUAIL HUNTING WONDERFUL CLIMATE

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—London Letter

—London Letter

"PHOTOGENIC" FACE WANTED

BY P. O'D

NOW that the tumult and the shout are over, and the smoke of battle and ballyhoo has cleared away, I think most people—except defeated candidates, of course, and their more passionate supporters—are satisfied that it was a pretty good election. It was fought along the right lines, in the right spirit, and the right verdict was reached. The verdict, at any rate, which seems most likely to maintain national confidence and efficiency. The British public has once more lived well up to its reputation for good sense and good humor.

Most people, I think, expected the Government to win, though possibly only the most optimistic among its supporters can have looked for so large a majority. And yet it would not have taken a very considerable turn-over in the total voting to have given an almost exactly opposite result. Roughly some 21,500,000 people voted; and of these the Opposition polled over 10,000,000. On that basis—let the mathematicians work it out—the Government should have had a majority of somewhere around forty. They have actually at the time of writing 218.

It can hardly be claimed that a system, which gives a Parliamentary result so out of proportion to voting strength, is an ideal one for the expression of the popular will. Advocates of Proportional Representation will probably be prompt to point this out. But the final test of any system of government is how it works. And this one seems to work very well—in Great Britain, at any rate. If it does nothing else, it seems at least to make reasonably certain that one side or the other will have a working majority. And that is of vital importance when there is so much work to be done.

HUMORIST AS M.P.

ONE of the exhilarating features of the election has been the return of Mr. A. P. Herbert as one of the two Members for Oxford University. Mr. Herbert is, of course, the well-known one might say "famous" humorist and novelist. He went into the contest almost at the last moment; and his candidature was regarded by most people as just another of his "little jokes." Mr. Herbert himself took no such view, though his letter to his electors was a good deal more humorous in tone than such things usually are. Perhaps that is why they read it.

"I spent a deuce of a long time over it," he has since explained, "writing all of four thousand words, replete with many references to divorce, agriculture—of which I know nothing—and pubs."

Possibly the "pubs" did it. Anyway, "pubs" are something about which Mr. Herbert knows a great deal. Oh, no, not just by drinking in them—though he may know a good deal about them that way, too—but economically, socially, and especially as an expression of the average man's right to enjoy himself in his own fashion.

Mr. Herbert is our most determined advocate of the poor man's right to drink and bet just as freely as the rich man in actual practice does. He regards the legal restrictions on drinking and betting as a vexatious form of class-legislation, and he has fought them at every opportunity—even to the extent of bringing a motion against the House Committee of the House of Commons for violation of the License Laws.

As a matter of fact, Mr. Herbert, like many another eminent humorist, is an intensely serious person, with an extremely keen sense of social injustice. He really means what he says, however amusingly he may say it. And why should it be assumed that gaiety of expression indicates levity of mind? But unfortunately it is generally so assumed; and it is likely that Mr. Herbert's reputation as a humorist will greatly diminish his influence in the House. But he should at least enliven its debates, even if it is only as the sparkle of foam on the crest of tidal waves of twaddle.

"PHOTOGENIC" FACE WANTED

THE British Broadcasting Corporation is again looking for a girl—this time a girl with a "photogenic" face. That may seem a horrible way to describe a young woman, especially a beautiful young woman, which is what the B.B.C. really wants. But it is far more complimentary than it sounds. It really means a face which "photogenises" well. So at least Mr. Gerald Cock assures us. And Mr. Gerald Cock ought to know, for he is the new Director of Television.

Not long ago the B.B.C. was looking for a girl with a golden voice. But Mr. Cock wants a good deal more than that. He wants voice and all—personality, charm, and the photogenic features. Not only is the young lady to talk over the air, but she is to be seen as well. It is all part of the new campaign to popularize television and help it to grow up, for it is still very much in its infancy, as even Mr. Cock himself admits. He says that television is "still corroded with every conceivable type of problem." Coupled with "photogenic," this would seem to indicate that Mr. Cock is a young man with a very special vocabulary as well as a very special job.

The B.B.C. we are told, is planning to give every day a three-hour program of a snappy and varied character. We are to get those of us with television sets—dramatized news, fashion parades, excerpts from films, excerpts from shows, illustrated lectures and interviews, television concerts. The aim, in fact, is to give us something of almost everything that the radio at present gives us, and seen as well as heard.

It is part of the plan to create a public demand for television that demonstration rooms should be opened wherever possible. The first will be opened in the West End at London as a try-out, and the public, we are assured, will be welcome to look in—also "look-in"—whenever it

pleases. Hospitable fellow, Mr. Cock! Only I do hope he manages to get that girl with the "photogenic" face and the general "itness." Otherwise it won't be such good fun.

LONDON FIRE TRAPS

EVERY now and then something quite dreadful occurs to remind us what a fire-trap the house of the average well-to-do Londoner really is. They look so solid and secure, those London houses, standing in their well-ordered rows, with their cut-stone fronts, their handsome doorways, and their general air of prim dignity. And yet, if a fire ever gets a proper start in one of those dungeon-like kitchens down below the area railings, the whole house becomes a huge chimney, up through which the flames go roaring as they might from a blast furnace.

The entire construction of those houses, which you see in imposing block after imposing block throughout the West End, is utterly wrong from the point of view of fire-hazard—and from a good many other points of view as well. "Imposing" is the right word for them—they are all wrong. Seldom are there more than two rooms in any of those storeys which look out so impressively through Georgian windows; and quite often there is only one. And nearly often there is only one stairway, winding up and up through half a dozen floors, and offering the finest of all material for a blaze. It is like packing a chimney with old and well-dried woodwork.

If you should be caught on one of the upper floors, there is simply no way out, except along the steeply sloping roof—supposing that you are so lucky as to have a stepladder handy, and are able to get out through the

sky-light or the heavy trap-door. It is a method practicable only for those with active limbs and steady heads. And there isn't much time.

Such a fire occurred last week in the home of an eminent doctor in Wimpole Street, which shares with Harley Street the distinction of being the chosen place of residence of the medical great. The fire was discovered early in the morning, the alarm was sent in at once, and in exactly two minutes the fire-brigade was on the spot. And yet all five of the people at that time in the house lost their lives—mercifully through asphyxiation, and not from burning. They were aroused, but they could not get out.

There have been other such tragedies the only marvel is that there are not more of them. And yet the people, the tens of thousands of people, who live in houses of this sort, seem never to take the slightest precaution, though there are a number of simple and quite effective appliances on the market which would make it possible for them to slide down to safety. It speaks well for the soundness of their nerves, or their confidence in the protecting hand of Providence. None the less, I have a conviction that a really alert salesmen of fire-escapes would do very well right now in the neighborhood of Wimpole Street. He would certainly sell one to me, if I lived there or in that sort of house.

TRAVELERS

Mrs. Bryce Fleck, of Vancouver, is the guest of Mrs. A. W. Fleck, in Ottawa.

Mrs. A. J. Christie, of Ottawa, and her son, Mr. Harry Christie, have left to spend the winter in California.



Quality has always been the finest... and the price fair



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Left-over meats—diced, sliced or minced—combined with this famous Heinz food will furnish all that is necessary for many colorful, satisfying one-dish meals... meals that will bring you compliments from all 'round the table... You'll find the Heinz Bulletin of "Feasts With Low Cost Meats" a great help. Just write for it. It's free.

Another essential to hearty, tasty meals is a supply of Heinz Oven-Baked Beans. You can get them in four different varieties. Each one offers a substantial meal by itself. Combined with other foods Heinz

Beans will save you many a half-hour of wondering: "what shall I give them to eat next?" Heinz Oven-Baked Beans are seasonable right now. Just the thing for early winter appetites. And when you buy Heinz Oven-Baked Beans you know you're getting the finest quality food your money can buy.

Heinz Cooked Spaghetti

Tender strands of flavour made with fine durum wheat... milk... butter... rare, good spices... special cheese. All steeped in a delicious, colourful sauce made with sun-ripened tomatoes... every essential to taste and nutrition.

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Plump, white, hand-sorted beans. Not steamed or boiled, but baked to crunchy meadness in real ovens. They give you that down-on-the-farm, bean-pot flavour. 4 kinds: ●With tomato sauce and pork. ●With molasses sauce and pork—Boston style. ●With tomato sauce, but no pork (vegetarian). ●Red Kidney Beans with special spicy sauce. Heinz prices are low.

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THE MOST JADED
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from soup or cocktail to
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Dec. 14 **AQUITANIA**
Jan. 2 **MAJESTIC**
Jan. 8 **BERENGARIA**
Jan. 22 **BERENGARIA**

to Gaiway, Cohn and Liverpool
Dec. 14* **BRITANNIC**
Jan. 4* **GEORGIC**

to Cohn and Liverpool
Dec. 21 **SCYTHIA**
Dec. 27 **SAMARIA**
Jan. 17* **LACONIA**

to Belfast and Liverpool
Jan. 10 **ANTONIA**
to Plymouth and London

Dec. 12 **ASCANIA**
Dec. 26 **AUSONIA**
Jan. 2 **ANDANIA**
Jan. 16 **AURANIA**

* Sail on at Plymouth following day

from **HALIFAX**
to Plymouth and London

Dec. 15 **ASCANIA**
Dec. 29 **AUSONIA**
Jan. 5 **ANDANIA**
Jan. 19 **AURANIA**

to Belfast and Liverpool
Jan. 12 **ANTONIA**

* Full particulars previous morning

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A MONTREAL SOCIAL EVENT was the marriage of Miss Honor Mathewson, daughter of Mr. and Mrs. Hugh Mathewson, of Montreal, to Mr. J. Aird Nesbitt, son of Mr. and Mrs. A. J. Nesbitt. In the wedding group are, left to right: Miss Lucy de Lotbinière, Mrs. John McConnell, the bride, Lady Child, sister of the bride, and Miss Lois O'Brien.

—Photo by Nutman & Son.

THE SOCIAL WORLD

ADELE M. GIANELLI, SOCIAL EDITOR

THAT "most and returning" suggestion for our strength by the prophet was quoted by His Excellency in his address an occupation in his own right, and it would seem that Toronto's air revolt to their Excellencies, wishing them back soon after that exulting welcome, was for their "most and returning." A strengthening of their endurance powers was surely acceptable to their Excellencies after such a week of engagements, but Her Excellency was smiling in her interest and His Excellency revealed his strength with the spoken word. The charm of a voice coming over a broadcast from the Canadian Club luncheon captured Canadians who previously had known only the charm of his pen.

But where to begin with this written chronicle of a new chapter in the social world, a vignette of words that may merely silhouette the curtsy made by all classes to the new Governor-General. Possibly the reception at Government House is most representative. His Honor (one wonders how His Excellency regards the press deletion of the "G" in Canadian columns) the Lieutenant Governor and Mrs. Bruce had a pleasant little luncheon party as many were presented to their Excellencies and the circuit through the drawing-rooms was made pleasant, too, by familiar faces. Colonel Eric Mackenzie and Captain Adams having remained on with the new Governor-General's staff. About 10:30 p.m. Smith was the new naval A.D.C. there, and Miss Spencer-Smith, Her Excellency's lady-in-waiting, young, pretty, with a remarkable memory for names, and Mr. A. S. Redfern, His Excellency's secretary who comes here from the Sudan, were standing by the reception line. A twinkle from tall young Maxwell Bruce who with the Hon. Alexander Buchanan was in the second drawing-room with Colonel Hertzberg, and then the throng in the morning room, where Colonel Norman King Wilson was on duty, as he said laughingly, "to see that no body ran off with that gorgeous photo of Mrs. Bruce" which certainly was tempting enough.

It was a splendid occasion, then, at Government House and with the candles that glowed at skittering in time flowers and lights flickered golden flame throughout the palm-court, but in the ballroom people packed for tea and chatter. Hundreds, of course, and almost a hundred in himself, marvelous Sir William Mulock, who later dined their Excellencies at his home. Sir Thomas and Lady White with Mr. and Mrs. Fred Cowan were all dining with their Excellencies another night at Government House, and Brigadier and Mrs. Elkins had been dining there with the previous night. Colonel and Mrs. John Langmuir, debonair both since he is now so, were with Colonel Arthur Bishop, who presided at the Canadian Club's luncheon, and Mr. and Mrs. R. C. B. Cassels were leaving early as the former was going to the Toronto Club's dinner, an historic function on the occasion of each new Governor-General.

Two out-of-town couples were Mr. and Mrs. Pierre Boud, who will be a decided acquisition to Toronto when he comes permanently from the location in Ottawa to take over his new post as United States Consul here in January, and Lieutenant Commander and Mrs. Eustace Brook of Winnipeg, who were staying with Principal and Mrs. McElleran. Major and Mrs. Noy, the latter a daughter of a former Lieutenant Governor of Manitoba, were there, now being in residence here, and among the girls assisting were Helen and Mary Louise McCrea, daughters of Mr. and Mrs. Charles McCrea, of course there too. Mrs. S. H. Logan's tiny turban, entirely of osprey, could be included in the category "intriguing," like Miss Deborah Carlson's one of pink petals, and Mrs. Robert Messervy's huge hat was charming. Mr. and Mrs. N. W. Rowell, Dr. and Mrs. Pelham Edgar, Mrs. James Ince, Colonel and Mrs. T. C. Evans, Mr. and Mrs. J. P. Watson, Mrs. Victor Cawthra, and Mr. and Mrs. Dunham

Macdonnell were some of the throng in the hall where Dr. and Mrs. Carr-Saunders, Mrs. Jack Osler, Mrs. Carr-Harris, Mrs. Cawthra-Elliott, Mrs. W. D. Ross, Mrs. Harrison Gilmour, Mrs. David Dunlop, who was giving a women's dinner for Her Excellency, were some others there. And a group beside that antique lacquer lamp with its little fleur-de-lis nearby of ancient dynasty, included Miss Aileen Larkin, Mrs. Reginald Pellatt, Lady Kemp, and Mrs. R. L. Blackburn from Ottawa. One of the most charming out-of-towners was Miss Edwina Cameron, Mrs. Herbert Bruce's guest, who though a millionaires in her own right, also young and lovely, is studying to be a doctor, and I hear instead of going to a dance one night, went off to watch Dr. Bruce perform an emergency operation—as is that man's devotion to mankind.

Her Excellency's devotion to the Women's Institutes is well known in England, and that and many interests in social welfare as well as the arts in which she is most versatile, made it delightfully easy for guests chatting with her that day to find mutual understanding. Mrs. Arthur VanKoughnet, that Torontonian of broad interests, made an especially graceful approach. Mrs. John Lyle and her two daughters, Mrs. J. B. Maclean, Mrs. R. C. Matthews, Mrs. Alan Phillips and two Bay View-ers, as it were, Mrs. E. R. Wood and Mrs. Clifford Sifton, whose places are nearby, were among the guests. And not even excepting that palatial screen from the Palace at Peking, the most fascinating antique there to most, was the marquetry desk that had been Hag's own and upon which stood the Field Marshal's photograph, signed by himself.

MR. Gordon Perry's luncheon for His Excellency was at the Royal York, and as remarked last week, there were seven hundred acceptances. A peep at it beforehand was all we women were allowed, but from the hoar's head and pasties weighing down that baronial board it must have been a Tudor feast. But there was nothing Tudor about the heather that the thoughtful host had in the reception room for luck, and more Stuart Period was the Scottish tartan of His Excellency's clan flung over a small table. Bronze leaves upon which were bedded chrysanthemums made the floral decoration on the gigantic table, and gargantuan horseshoes and horse-show mascots made a jolly luncheon-ring of that huge concert hall where Mr. Perry, who is Chairman of the Horse Show Administrative Committee, gave his perennial party.

Mr. Perry and his sister, Mrs. Reginald Pellatt, with Mr. and Mrs. F. K. Morrow received at that very festive function, the supper given by the Recreation Committee of the Royal Winter Fair. Both Mrs. Pellatt and Mrs. Morrow are noted for their taste in dress, plain, elegantly-cut clothes they like and that evening both Mrs. Pellatt in white crepe and Mrs. Morrow in sea-green embroidered nylon, looked very lovely in the rose-pink Crystal Ballroom of the King Edward. Swans in ice and pheasants in feathers were but some of the picturesque "birds" on the supper table that blushed with abundance of lobsters and salmon. Box-holders and competitors in the ring came on in fine fettle from the Fair, where their Excellencies had made their first appearance, and members of their staff came, too, intent on dancing. Captain Boyle, though not "officially" on A.D.C. duty here, accompanied Mr. Peter Marshall whom he was visiting, and Lady Willoughby de Broke, a huge brooch of diamonds clasp the cherry-velvet scarf that fell in long trains over her white satin gown, was in a party of the judges with Lord Willoughby, Colonel and Mrs. Guggenheim of Babylon, Long Island, had been dining at Government House first—she is extremely charming, and at lunch one day wore one of those new lame tissue frocks. Mrs. Billy Bishop at that same luncheon, had on the most intriguing pair of palest pink taffeta gloves, palm-lined with kid, that

seated in this room. Mrs. George Cassels, Mrs. Jack Osler, Mrs. Carr-Harris, Mrs. Cawthra-Elliott, Mrs. W. D. Ross, Mrs. Harrison Gilmour, Mrs. David Dunlop, who was giving a women's dinner for Her Excellency, were some others there. And a group beside that antique lacquer lamp with its little fleur-de-lis nearby of ancient dynasty, included Miss Aileen Larkin, Mrs. Reginald Pellatt, Lady Kemp, and Mrs. R. L. Blackburn from Ottawa. One of the most charming out-of-towners was Miss Edwina Cameron, Mrs. Herbert Bruce's guest, who though a millionaires in her own right, also young and lovely, is studying to be a doctor, and I hear instead of going to a dance one night, went off to watch Dr. Bruce perform an emergency operation—as is that man's devotion to mankind.

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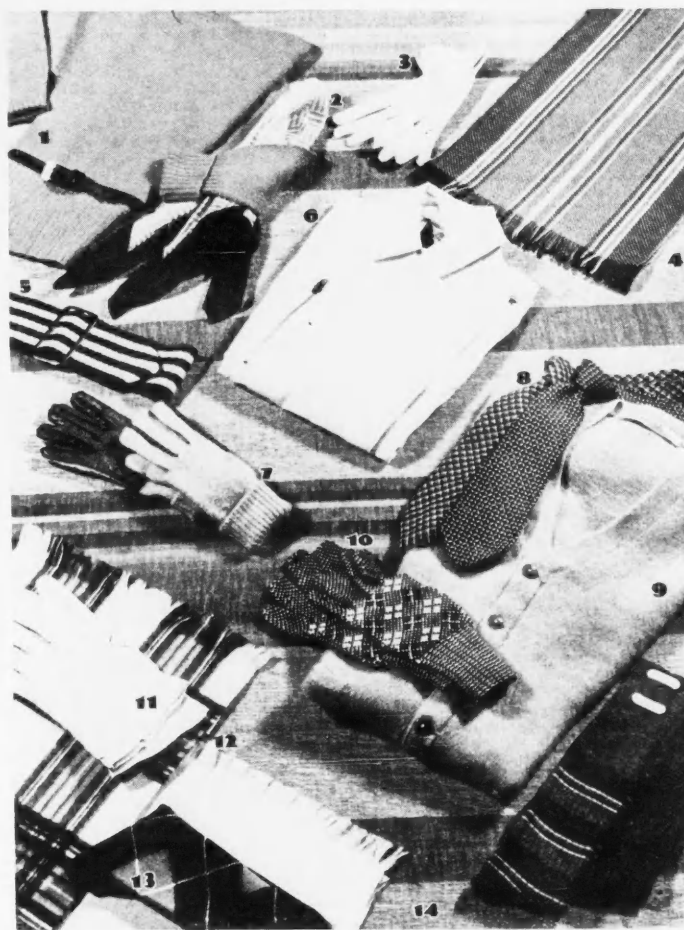
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night her V.C. husband escorted her, Colonel Bishop in person, and with them were that jolly couple, Mr. and Mrs. John Irwin, the visit of the Foreign officers' army teams being due to the good offices of the former, as Mr. Irwin is President of McGill Frontenac. Did you hear his radio speech earlier that night about the horses? Immediately after it, his young son and daughter at home in Montreal, wired their congratulations on what they called his "sermon on the mounts."

Colonel and Mrs. R. Y. Eaton came on with their son and daughter,

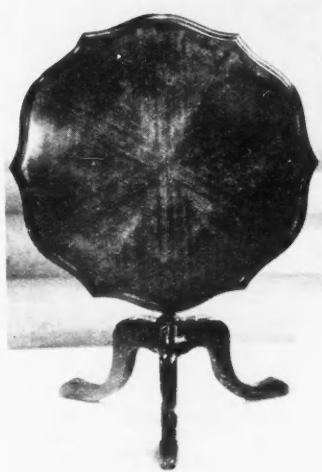


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These new guest-artists are a feature "par excellence" in themselves, but supplemented by Luigi Romanelli and his orchestra you have something, which, to be fully appreciated, must be seen and heard.

Nowhere in Toronto can you obtain greater perfection either in culinary achievement or entertainment than at the Supper Dance in the Oak Room. Why not pay an early visit to this most popular rendezvous. We can promise you an evening of real enjoyment.



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Alfred and Aline Marfield,
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(Colonel Eaton being honorary Colonel of the Governor-General's Body Guards, he was one of those at the luncheon Colonel A. J. Everett and officers of that regiment tendered to His Excellency that week at the Military Institute. Brigadier Elkins was with Mrs. Elkins, who looked smart in a handsome gown of silver lamé with turquoise scarf, and Mrs. K. M. Holloway with Major Holloway, was in a pretty blue and silver dress. Miss Margaret Rawlings had a fascinating tiger-skin buckle catching the light of her yellow frock and Mrs. Dugald Gillespie's black tulle halo was attractive. Both Lady Kemp and Mrs. R. J. Christie were in black gowns, but Mrs. Frank MacEachron with Mr. MacEachron wore a smart white satin. Miss Eucenie Woodruff with Mr. Jimmy Strathern, wore a model in black lace and chatted with Mrs. John Bouvier III, who later told me that she had been the best amateur dancer of her debutante year in New York. Mrs. Hilton Tudhope, whose daughter is now living in New York, was looking very smart in white and it was her birthday, too. And in white with sable, was Mrs. E. H. H. Wright who with Mr. Wright was visiting Mr. and Mrs. Morrow, and in their party were Mr. and Mrs. Arthur Selmon, also of St. Catharines. Colonel George Drow had been in a box-party at the show, as was also Mr. Clarence Bogert and Mrs. Bradford, wife of Major W. B. Bradford of the U.S. Army team, had been cheering for the American officers, although her black frock had a decolletage of Irish lace!

"CUP NIGHT" at the Winter Fair is always "Sup Night" at Stanley Barracks—to say nothing of a "swag" party—and this year according to tradition the Howard Ferguson Cup was filled to overflowing even if it did go to the Irish Team, and our own army team took third. Again Colonel Timmis and the officers were hosts, Major Baty carving turkeys most expeditiously at the gala blue and gold supper table and the D.O.C. and Mrs. Elkins sitting at the head of the room. Mrs. Baty had been in the R.C.D. box that night with Major and Mrs. Cock, their pretty daughter, Pamela, Major and Mrs. Holloway and Miss Mary Blackburn from London who was with Mr. Desmond Smith. And Mrs. Stuart Bate, wearing a smart green bodice on a black gown, was another R.C.D. officer's wife. Captain and Mrs. Walter Gillespie—the latter very charming in blue with a corsage of pink roses, were visitors to the box, and with them Captain and Mrs. de Lotbinière Panet here from Kingston. There from Ottawa was Miss Lorna Blackburn, and from the Seignior's Club, where great dolans are planned for the Christmas holidays, came Mr. Geoffrey Hodgson.

Miss Margaret Eaton had had great luck with "Cuchulainn," winning the Thousand Dollar Stakes that evening in succession to a big win the night before. Gathered at the rinkside that night I had seen Colonel Bart Bull in a jolly box party. Miss Jean Adèle Burritt, looking very smart, with Mr. D. C. Durland who himself had presented a handsome trophy. Mr. and Mrs. T. J. Macleod, who had had a jolly luncheon party that day. Mr. Percy White always interested; Mr. and Mrs. Timothy with a boxful of friends. Mrs. Guy Rogers just across the way from where Mrs. John Counsell and Mrs. Gwyn Francis sat with Mr. and Mrs. George Cussels; and Mrs. Ronald Hart in a very smart green and sable-trimmed wrap.

Speeches and congratulations with some commiserations, staccatoed Stanley Barracks that night, and French quite glibly the language of the moment. Mrs. Clifford Sifton being most adept at it with Miss Margaret Eaton and the French officers. Colonel Eric MacKenzie came in for a dance; Mr. and Mrs. Churchill Mann, of course, were both in riding kit; Mr. and Mrs. Bracken were down from London, Ont.; Lord and Lady Willoughby de Broke were from London, Eng., and the two pretty sisters, Mrs. Frost and Miss Snow, were assuring everybody that those were their real names. Mrs. Frost of Montreal, was a Miss Snow of Chicago, so there you are, and there is apparently nothing in a name. But then we called it a day and with the dawn came that next day that saw the end of the Royal Winter Fair Horse Show, all finished off in very good style with that farewell dance in the committee rooms of the Reception Committee at the Royal York, where Mr. Murray Fleming was the most cheerful of chairmen and most hospitable of hosts.

AND the 18th Highlanders' Ball. Highly amused His Excellency appeared to be at the Scottish spontaneity and did a toe tap in time to the reel, or was that the floor awaying with the kilts? Only a Scotsman could keep a steady eye as the skirt of the pipes rocked the air and the Scottishie swirled by, but no Scotsman could keep a foot still. Eighteen hundred guests sat at supper, so surely it was the largest assembly ever welcomed by a colonel of the 18th. Colonel and Mrs. Girvan receiving with Colonel D. M. Robertson. Mrs. Gibson Shaw and Major and Mrs. Gerald Malone. In addition to these, Major and Mrs. Eric Halpin were also in this group receiving Their Excellencies upon their arrival at the Royal York and walked with the vice-regal procession, led by brawny pipers, to the ballroom dais. There pretty Miss Jane McLaren presented an orchid bouquet to Her Excellency, the lovely mauve of which went beautifully with her graceful pastel-blue lace gown, and some of those rare Amazon lilies giving it a touch of white. A wreath of scarlet gave a military touch to the smart black and white plaid taffeta worn by Miss Spencer-Smith, who has the most lovely fair hair. Blue lapels were not necessary to distinguish members of His Excellency's staff—Colonel Eric MacKenzie, Mr. A. S. Redfern, Captain Adeane and Lieut. Rivers-Smith, who, well, London-fair were their suits. From London also had come Major General Garnet Hughes and Colonel Baptist Johnston's. I believe, but from here bears from the land of the heather

only could have come Scottish enthusiasm such as Mr. and Mrs. W. D. Ross's, Colonel and Mrs. K. R. Marshall's, Mrs. William Hendrie's whose two sons are stalwarts of Highland tradition, Miss Eldred Macdonald's and Mr. and Mrs. James Scott's, all of whom were chatting with Their Excellencies as well as Colonel and Mrs. Billy Bishop accompanying Mrs. C. E. Burden.

Would it be a St. Andrew's day without Major and Mrs. Scott Griffin whirling in a reel, Colonel and Miss Michie or Colonel and Mrs. Ewart Osborne, whose dinner had been one of the parties preceding, as well as Mr. and Mrs. J. A. McLeod's? And out of the family safe had come the gold Macdonald badge that pinned Mrs. Patterson Farmer's tartan—she and her husband sitting at Mr. Henry Macdonald's table where Mrs. Hillyard Robinson was wearing a Vionnet model. Some of those seated at the head table were Brigadier and Mrs. W. H. P. Elkins and Colonel and Mrs. Logie Armstrong, and what a ceremonial it was when the Haggis was borne aloft for Her Excellency to cut with Colonel Girvan's skean dhu and paraded to pipes around the supper rooms. At one long table sat many of the younger Scottish set the Reed Blackies, the Bruce Kings, the Goffrey Boones, Miss Isabel Ross, Miss Kitty Lockhart Gordon, the Robert Hays, and from Port Hope had come Mr. and Mrs. Philip Ketchum. Colonel and Mrs. Ralph Gibson represented Queen's Own; Major and Mrs. John Chipman were in the Highland set as were Captain and Mrs. Fred Macdonald; and not only for having two sons in the regiment but for being a ball executive was Mrs. Charles Gatto wearing orchids. Orchids might have gone to Mr. Norman Seagram for leading the orchestra in one rushing number, or to Miss Patricia Watson for having her pink dress in plaids of tucks, or to Colonel Keller Mackay for bringing the greatest number of guests. Mr. Justice Mackay, as he now is, brought a hundred and twenty-five on with him from his preceding party they came from Oshawa, Colonel and Mrs. R. S. McLaughlin; from Niagara Falls, Mr. and Mrs. Claude Findlay; they included generals—General and Mrs. John Gunn; also a former Cabinet minister—Mr. and Mrs. Earl Lawson; and presiding by his side on supper-benches this time, instead of Judges' benches, were Mr. Justice Fisher, Mr. Justice Hope, Mr. Justice Henderson and Mr. Justice McEvoy, with their wives.

U.S.A. naval reserve officers from the Naval Barracks in Chicago where the 18th had been marvelously entertained, had come over for the Ball, Captain Edward Evers and Lieut. Switzer, with their wives; Mr. Andrew Maclean of our own Naval Reserve was with his pretty wife; a Bisley shot, Colonel Utton, was with his wife; and Mr. Rankine Nesbitt escorted his wife, whose sun-ray tulle skirted in the ballroom where kaleidoscopic lights illuminated the tartans of the clans.

NO GATHERING of the clans could have brought out a greater multitude than did the meeting of the Women's Canadian Club when Her Excellency addressed it. More than a thousand members and their friends were in the Crystal Ballroom of the King Edward—with every one of them Her Excellency shook hands, and as it was but the previous evening that she had shaken hands with a couple of thousand orphans, one wonders if we are not welcoming her too "reunitedly" as it were, and will she ever write a book entitled, "The First Hundred Thousand."

But the members loved this glimpse of the newest Canadian who spoke so delightfully informally to them, and Mrs. Albert Matthews, the President, is to be congratulated upon a most successful meeting. Their thanks were expressed by Mrs. C. D. H. MacAlpine, and after adjournment, tea was served by a committee including Mrs. Plimpre and Mrs. F. N. G. Starr, who is one of the vice-presidents.

IT WAS a busy week for Colonel and Mrs. R. Y. Eaton, for with one son and daughter riding their beautiful Irish hunters to victory at the Royal Winter Fair, another daughter came back from New York bringing as guest that charming girl, Firenze Johnson, Edward Johnson's daughter, and their eldest son was being married. Mr. Jack Eaton's wedding to Miss Phyllis Finlayson was a very quiet family affair in St. Paul's Chapel, with Bishop Renison officiating, assisted by the Rev. A. E. Winington-Ingram of Midland, the bride's home. Owing to the illness of Mrs. Finlayson, Mrs. Eaton held the small reception at "Killybegs," but Mr. William Finlayson gave his daughter away and Mr. William Finlayson, Jr. was an usher at his sister's wedding. She is divinely tall and fair and so would look very lovely in the long, flowing gown of coral chiffon which she chose, and with which she carried white orchids with lily-of-the-valley. Her bridesmaid, Miss Cynthia Jaffray's gown duplicated hers in a deeper shade of coral, and both their hats were braided twists of the two shades.

Mr. Alan Eaton disregarded his horse-show schedule to be groomsmen to his brother, and Mr. Desmond Smith, who has also been riding at the show, as he is an R.C.D. officer, was an usher with Mr. William Flury. After the reception, at which Mrs. R. Y. Eaton was wearing a stunning green velvet ensemble with touches of antique gold and sable furs, the bride and groom left for Bermuda, but are returning to live here in Chaplin Crescent.

TRAVELERS

Their Excellencies the Governor-General and Lady Tweedsmuir, accompanied by the Hon. Alastair Buchan and attended by Miss Spencer-Smith, Lt. Colonel Eric MacKenzie, Mr. A. S. Redfern, Captain Adeane and Lieut. Rivers-Smith, have returned to Ottawa from Toronto.

Lord and Lady Willoughby de Broke have been guests at Government House, Ottawa.

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Try this way. You will be amazed at how quickly you can ease a cold. Be

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- \$111⁰⁰ Round trip FIRST CLASS ALL YEAR, On sale daily, 12 months return limit.

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- \$62¹⁰ Round trip COACH, Daily from November 11, 6 months return limit.
- \$66²⁰ Round trip TOURIST, Daily from November 11, 6 months return limit.
- \$74⁷⁰ Round trip FIRST CLASS SHORT LIMIT, Daily Dec. 1, to Feb. 15, 21 days return limit.
- \$91⁹⁰ Round trip FIRST CLASS SEASON LIMIT, Daily to April 30, Return limit May 31.

*Special HOLIDAY FARES

BEGINNING DECEMBER 12, 1935
RETURN LIMIT, JANUARY 31, 1936

AIR-CONDITIONED TRAINS

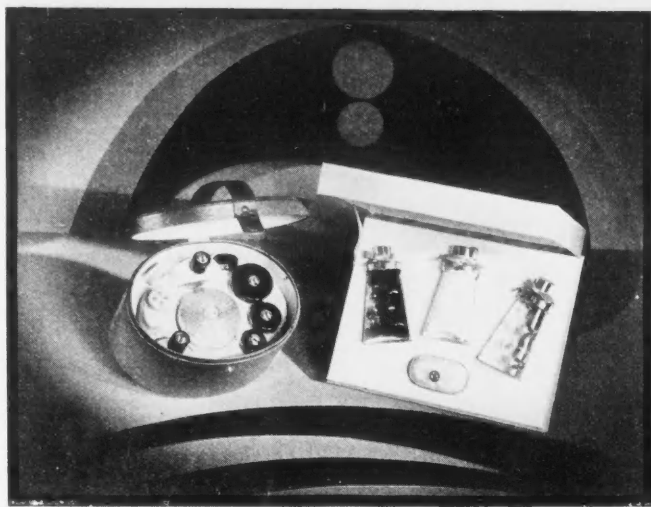
You will find air-conditioning in Santa Fe's comfortable coaches; in finely remodeled tourist sleepers; in Pullmans, lounge and observation cars, and diners.

Delicious LOW COST Fred Harvey Meals

R. C. SMITH, Gen. Agent
SANTA FE
604 Thompson Building
DETROIT, MICH.
Phone, Randolph 814

DRESSING TABLE

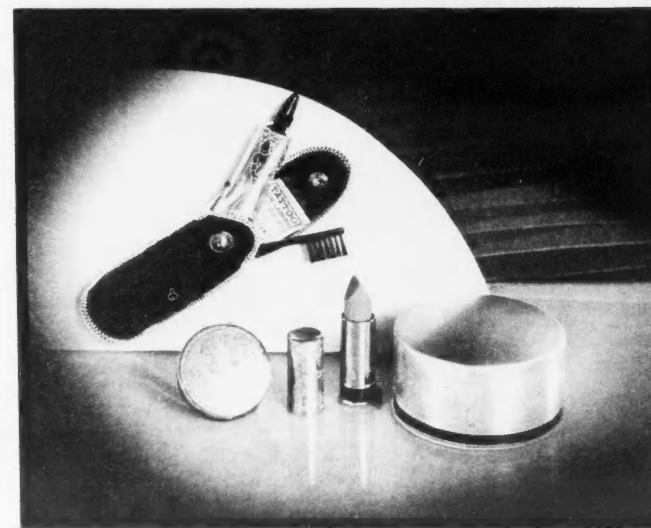
Suggestions For Christmas Gifts



BEAUTY IN A BANDBOX! Helena Rubinstein designed it to contain no less than nine of her most important preparations, which include everything for the most complete care of the complexion. Also shown, is her bath quartet composed of bath essence, powder, eau de cologne and soap. The first three are in the distinctive dimpled bottles with gold tops.



THE SILVER AND BLACK GLASS containers of these Vita-Ray preparations are invitingly modern. The set at the upper right includes face powder and the all-purpose cream. Also shown are the compact and lipstick. The Ogilvie Sisters home hair treatment kit, also shown, is in two versions... one for the oily scalp and another for the dry scalp. Included in the group is "Aura", their hair fragrance.



"TATTOO" WAS INSPIRED by the dusky yet vivid coloring of beauties of the South Seas. The photograph shows "Tattoo" powder, rouge, lipstick and the new form of lash and brow beautifier. The latter is a fluid contained in a tube, and is described as requiring no water, harmless, waterproof, easy to apply, and very lasting.



THESE WILL DELIGHT many a feminine heart on Christmas Day. Upper left, Richard Hudnut's "Marvelous" cosmetics in a silver gift box to match the silver containers. Centre, another box containing all of the most important "Gemey" preparations. Right, a tall bottle of the eau de cologne, with a special atomizer to be attached. Lower left, Richard Hudnut's new gold compact "Le Sui", with rouge and loose powder... plus space for no less than five cigarettes! Lower centre, "Vogue", a stately new fragrance.

THE PERFUMES OF GLORIOUS WOMEN

QUELQUES FLEURS

*The Perfume
of Sentiment*

Fashions are given to changing, but there is one fragrance so steeped with sentiment that it is forever fresh, alive, eager — new as the mode. *Quelques Fleurs* is probably the most popular of all the world's perfumes, because in its fragrance is the magical charm of sweet, thrilling youth, when everything is taken lightly and lilyingly. \$1.00 to \$25.00.

Other famous fragrances by Houbigant: *Le Parfum Ideal*, moonlight and the eternal feminine, the "perfect" perfume. \$1.00 to \$7.50; *Bois Dormant*, cool and still, dreaming woodlands, \$1.00 to \$18.00.

HOUBIGANT

PARIS

Since 1775 Perfumers to Royalty and
Beautiful Women Everywhere



PORTRAIT by VIOLET KEENE

Make appointments now for portraits for Christmas. The 6 x 8 inch size, six portraits, \$25.00. Telephone Adelaide 4830.
PORTRAIT STUDIO, SECOND FLOOR

EATON'S - COLLEGE STREET

You can be proud of your letters . . . when you use good writing paper . . .

CAMELO Stationery
VELLUM - LINEN
RIPPLE - DECKLE EDGE
made by
Barber-Ellis

THE DISTAFF SIDE

BY MARIE CLAIRE

STRANGE how the coming of the first snow turns our thoughts towards Christmas. How pitiable the lot of those unhappy countries that do not know the snow!

All day it has been falling with its own soft insistence. What if at first it does turn on city streets to a black unwholesome dampness? In the air its "filigree petals" are lovely "past our devious" and on the roofs it waits for Santa Claus.

Now is the time—you will have none later—to take down your Christmas anthologies, to enjoy re-reading old carols and thrill at finding a new one, to dip into some at least of the wealth of delightful literature that has grown up around Christmas. We have just been diverting ourselves with Hilaire Belloc's carols and parodies. Do you know his "Mrs. Markham on Christmas"? It's a bright bit of gentle ridicule, following so closely the manner of the original that its mirth-provoking quality is very nearly wicked. I can only quote a bit of it.

Mrs. Markham and her children are seated on the horsehair covered sofa.

Mary (settling down comfortably): "And now, dear Mamma, you will tell us something about Christmas, as you promised."

Mamma: "Well, my dear, I suppose I must, because the Season of Good-will and Peace on Earth is approaching; but I confess I prefer to instruct your children in the workings of our Constitution, the justice of our Laws and the beautiful adaptations of our Social System, which is the pride and envy of the world."

Mary: "Pray, Mamma, why do we hang holly and other evergreens about the House and even in Church at Christmas?"

Mamma: "As an accompaniment to our festivity, my dear, I suppose, or perhaps as a sign of our rejoicing. It is a most ancient custom."

Mary (doubtfully): "I see; and the same with Christmas Trees?"

Mamma: "No. Those are of recent introduction and come, like most good things, from Germany. They were brought into England by Albert the Good."

Tommy: "Pray, who was this foreign potentate, Mamma?"

Mamma (sighing): "Ah! my children! He was a German Prince, the Husband of our Great Queen Victoria."

Mary: "Great Heavens! I never knew Queen Victoria ever had a husband!"

Mamma: "Of course she had, my dear, but he died, alas! comparatively early in life."

Tommy: "Why was he so good, Mamma?"

Mamma: "Because he had a good mother. She was also a very clever woman, as German women so often are, and had many brilliant friends attending her; among others a Mr. Meyer, from whom little Albert may have acquired his fine taste in pictures."

Mary: "Was he handsome, Mamma?"

Mamma: "Strikingly so, I believe. But I can only judge from his monuments, which hardly do him justice."

Well, then, he it was who granted the Christmas Tree on to our dear old English Christmas. He also introduced Fish Knives."

WELL, here we are again with the names and numbers on the price tags of a few presents to pile around the Tree. Hand picked, no outside influence, and all opinions strictly personal. To encourage you we shall even mention the shops where they are sold.

At The T. Eaton Co., whose Gift Shop is better than ever. Order through their Personal Shopping Service, full of bright young women with taste and common sense.

Grand late supper sets in natural hardwood. A big cheese or hors d'oeuvre tray, salad bowl, two servers, and four individual flat salad bowls. Acid proof zodiac decorations, fish stars, in white and red on a midnight blue band. Other patterns, too. Set \$15.25. Send it to a respected hostess. A Liqueur ornament any modern (but me) would simply adore—a tall crystal slab on an ebony block with a slender French Madonna and child etched in some amazing way inside. \$37.50 and worth it. Speaking of Madonnas, very engaging ones in Austrian pottery by *Rudolph Lech*. Sort of peasant stuff, partly rough finished but with her cloak flowed on in a lovely turquoise glaze like a Chinese figure jar. A half figure \$6.00; standing, and my pick, \$10.00. A frantic skier in the same ware might please your sportin' gentleman friend. \$2.50. Nice awkward pair of them, bigger, \$7.25. Perhaps he'd prefer a swell chrome and black barometer that's knowing about humidity and all and about as big as a Westclox alarm, but considerably grander. \$15.00. The last word in Christmas table centres, a plate glass Christmas tree like a four fold, criss-cross screen with etched stars and a blue mirror

reflector. Two sizes—\$9.75 and \$12.75. Set of six delightfully modern kneeling angels to go with it. \$12.50 set. Natural wood pigs stuck full of tooth picks for the snacks at a cocktail party are \$1.75. Very snooty they are. Finally, glorious cashmere couch throws from Scotland in the most delightful shades—chalky pastels and fascinating "off" colors, light as thistle-down. What a find for a delicate lady! \$12.75 each.

The *Sue Capelin's Shop*, Gerrard Street—full of things it must have turned China pale to part with—and superb German and Austrian and French stuff. Order direct. Thousands of individual things, Chinese evening coats—hold on; they don't sag out on American busts—wonderful embroidered silks on one side, white coney fur on the other—big crash collar and absolutely reversible, so help me—all sorts of lovely colors—\$50.00 each. A jade ring—a smooth oval about as big as the two nails on your first fingers, reported the finest piece of jade for sale in this country. \$500.00. A mere pittance to jade collectors. Insulated chrome coffee pots—very smart; and listen, the cylindrical off-white pottery for fist into a chrome case lined with asbestos (or somepin') spout and handle sticking out. Just can't get cold! \$8.00. German Rhine wine glasses, and new

European cocktail glasses tall and spreading, plain and good, 75c each. Vanity boxes from France and Germany, oblongs in grand metals or colored enamels containing room for all party conveniences including cigarettes—new and very swank—\$10.00 to \$22.50. A lumpy turquoise matrix necklace of glorious color, \$12.50. A leather box, elaborately brass-hinged and locked and gay lacquer red—about 28 inches long. I'd use it for the wood box that's practically impossible to find—\$35.00. Lastly, the most precious lingerie. Chinese bod jackets in brocade with silk padding, \$12.50, or airy things of lace and chiffon, \$8.50 and on up. Flowered chiffon or georgette nightgowns with ribbon slides on the shoulders—do at a pinch for a party (but wear a slip), \$15.00. Others in silk crepe of lovely quality, piped with subtle colors, laced down the front, or belted with bias *rouleaux* of color, \$8.50 and \$10.00. Slick. Heaps of lace trimmed little models that cleverly combine the vamp and the lady, \$12.50 to \$27.50. Winter laces this year.

The *Robert Simpson Co.* Not so lucky perhaps, but choice of an immense stock some of it beautiful. Order through their shopping service. Plenty of those popular chrome sailboats on blue mirror reflectors—very much wanted this year. Boats 95c to

\$5.95. mirrors \$1.95 to \$2.75. Fascinating pottery cats for doorsteps or just fun—very snave and sitting up high and handsome white and gold colors, about 22 inches high, \$3.50. "Shelley's" English white bone china in open stock, so fine it's almost translucent, yet dead white, awfully smart and lovely shapes, tea cups 50 cents, muffin dish \$2.50, jugs \$1.00 to

\$1.75 and so on. Trick plate glass squares and shaped corners to make your own table centre design, blue, gold, bronze, or crystal, \$1.00 a square. Interesting blue glass and chrome cocktail shaker and six chrome framed low glasses, \$8.95 the set. Good tear glass liqueur decanter so heavy you could throw it on the floor if that's what you like to do with

liqueurs—\$9.75 and 22-inch Liberty powder cigarette box with that lovely peacock colored enamel on top, \$37.50. A grand assortment of Crown Staffordshire "real flowers in china," a yellow powder box, its top covered with primroses, my pick at \$5.50.

Most of these are for Her, you'll have noticed. Well, remember Them next week. It will surprise this



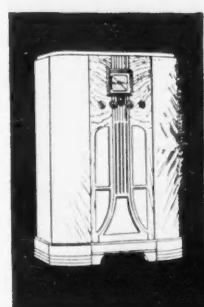
*"If I were a mother...
I'd always use
KLEENEX
FOR HANDKERCHIEFS"*

Yes, leading hospitals insist on the use of Kleenex for handkerchiefs. You see, Kleenex holds over 99% of all cold germs that touch it. Thus Kleenex prevents the spread of colds and shortens the life of colds.

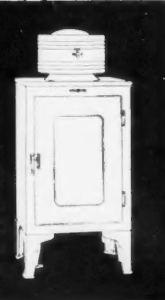
Kleenex is twice as soft and five times more absorbent than cotton.

Be sure you get Kleenex. Ask for it by name.

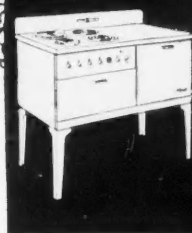
NOW
at a
NEW LOW PRICE
Costs less than to have handkerchiefs laundered



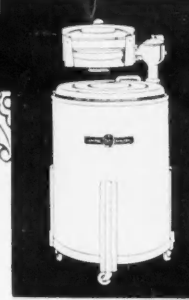
G-E MAGIC TONE RADIO will delight the family with thrilling world-wide reception. Choose from beautiful new models, with sleekly styled Metal Tubes.



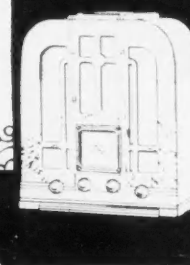
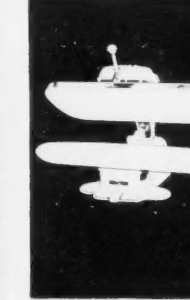
G-E REFRIGERATOR—famous for its unrivaled dependability and economy. Two Year Protection on the mechanism. See A-Dor and a host of other modern features.



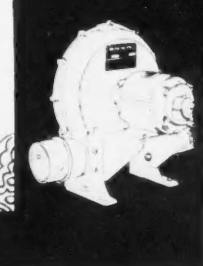
G-E HOTPOINT RANGE—the one that Mother really wants. It means delicious meals—a gleaming kitchen—more beauty. The new G-E Calrod Elements in all models.



G-E WASHER makes child's play of wash day. Tubs, brushes and give laundry bills. The new G-E Activator eliminates tangle and washes all clothes snow-white.



G-E THERM-O-POWER—gives the whole family and more extra warmth and comfort. Makes a big saving in fuel bills.



G-E HANDY LEANER—makes your own delicious sandwiches, pies and cakes. It's the only one with a built-in slicer and a built-in mixer.

GENERAL ELECTRIC

100 GIFTS to choose from

SIMPLIFY your Christmas shopping by selecting from the wide variety of General Electric Gifts—modern gifts that give magical convenience, day after day, year after year. You will find General Electric Gifts featured in leading electrical, hardware and department stores. And you can purchase any of the larger appliances on convenient Christmas terms.

MADE IN CANADA

CANADIAN GENERAL ELECTRIC Co., Limited

HOTPOINT PERCOLATOR—most modern design, finished in beautiful chrome. Makes delicious fragrant coffee. Priced from \$9.95.

HOTPOINT HEDLIT HEATER—supplies quick, steady heat to warm living rooms, den or bedroom. Power \$4.95 and \$5.95.

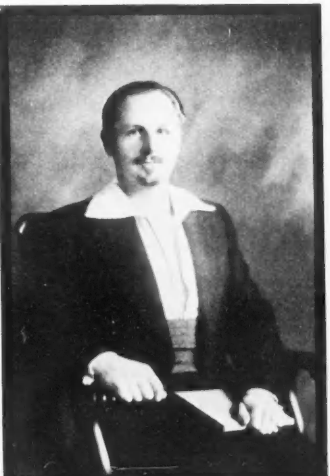
G-E HOTPOINT IRON—used in millions of homes. Choose from several models with many advanced features. Priced as low as \$3.95.

G-E SANDWICH TOASTER—will toast crisp sandwiches, fry ham and eggs, grill steaks and make paninis. A beautiful gift at \$5.95.

HOTPOINT COFFEE MAKER—this new and distinctly styled appliance makes coffee as it does any other liquid. \$9.95 up.

G-E THERM-O-CLOCK—the gift of time to your home. Makes delicious, piping hot food. \$4.95 up.

G-E HOTPOINT WASHER—makes your own delicious sandwiches, pies and cakes. It's the only one with a built-in slicer and a built-in mixer. Priced from \$5.95.



WALLACE HAVELOCK ROBB, Canadian naturalist and poet, who will give a lecture-recital in the Royal Ontario Museum Theatre, on Dec. 14th.



Hair Like Spun Gold

Fair hair becomes gleamingly lovely, soft and alluring when washed with Evan Williams "Camomile" Shampoo, the purely herbal hair treatment. Sold everywhere. Brunettes should use Evan Williams "Ordinary".

Famous for 36 years. Used by pretty women the world over.

EVAN WILLIAMS
SHAMPOOS
KEEP THE HAIR YOUNG

Christmas Gift Suggestions



We suggest a selection from our fifteen styles of Hand-Carved Nest of Tables. Our Hand-Carved Curates and Drop Leaf Tables are also very suitable for Christmas Gifting.

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Hand-Made Furniture

647-649 Yonge St. Toronto

A GREAT WEEK! A GOOD STORY!

LAST March, the National Living League tried to rent the Y.M.C.A. auditorium in Springfield, Mass., for my lectures. At first successful, they later were refused it lest competition with me might reflect unfavorably upon the "Y". But Mr. Hoover, "Y" Secretary, wrote to Mr. Hopkins, "Y" Secretary in Toronto, re Doctor Jackson and his answer was such that Mr. Hoover came to my Springfield lectures and was so impressed that he told the above facts to my audience. A few weeks later he wrote to inquire if I would be their sole lecturer during "Health Week" in Springfield six months later, and as I write I am concluding those lectures. I have lectured each night in one of the Y's, to the Y's Men's, High Y's, Kiwanis, Exchange and Rotary Clubs and my Exchange address was broadcast over local Columbia connection. I've addressed three College groups, one Junior High and one High School, truly a great week.



The above is from a photograph of Robert G. Jackson, M.D., taken in his "thirteenth year."

The thing that impressed Mr. Hoover most was my own "marvelous vigor and youthfulness at 77" together with the "astounding results" of a personal use of Roman Meal and Kofy-Sub. Of course, he has studied my book, "HOW TO BE ALWAYS WELL," and carried out my regime since, and at 69 he is also becoming a boy again. But without Roman Meal and Kofy-Sub, he is certain he would find this a long-drawn-out task, based on previous experience.

If you have not given these foods a fair trial you may wonder, but you will not wonder at the results obtained by Mr. Hoover, which so completely changed his attitude towards me, if you too will persistently use them for just a few weeks, quite freely every day. Note I only urge you to try them, not to use them. I know if you will reasonably try them you will not cease to use them. If you will write to me I will send you my free literature and important dietetic information. Address: Robert G. Jackson, M.D., 521 Vine Ave., Toronto.

Robert G. Jackson, M.D.

Announcements

ENGAGEMENTS

Mrs. Edward Herbert Pense, of Kingston, announces the engagement of her youngest daughter, Edith O'Neil, to Mr. Alfred N. Chown, eldest son of Mr. and Mrs. P. B. Chown, of Kingston. The marriage will take place quietly on December 26th.

couple of onions till tender, rubbing through a sieve, mixing with a little butter and thickening with bread-crumbs and a beaten egg. In the same pan put halved sweet potatoes that you have boiled for fifteen minutes, and raw cored apples stuffed with brown sugar, and topped with a bit of butter. Bake in a moderate oven till the chops are tender, basting frequently. When done put the chops on a hot dish, pour a little melted butter over them and garnish with the sweet potatoes and apples.

WHEN lamb is spring lamb and mint is fresh and pungent, it's nonsense to do much with it except roast it slowly. But when a leg of lamb is a leg of sheep, if not of mutton, it isn't a bad idea to treat it as the French do. They cut a slit in the meat down to the bone and insert a clove of garlic. Then they place the joint on a grill over a meat pan and paint the thing all over with melted butter and stick it in a hot oven, basting it as it cooks with more butter. Reduce the heat, and when it is done, allowing 20 minutes to the pound and a few for luck, some of the surplus grease is poured off, the pan well scraped and about three or four table-spoons of hot water, cooked and seasoned with the scrapings. This gravy, unthickened with flour, is then poured over the meat and mixes with the juice from the cut meat. The garlic gives a very subtle flavor to the affair.

The end of the roast lamb, of course, makes a curry the next day. This is a first class Indian recipe, Indian enough, anyhow. Cut the meat into one inch lengths. Slice two or three small onions, chop two cloves of garlic, and fry to a golden brown in butter. Stir in $\frac{1}{2}$ tablespoon curry powder and about $\frac{1}{4}$ tsp. salt, add one quartered tomato; one or two tablespoons of warm water, and mix it all well, crushing the tomato with a fork. Now add the pieces of meat and let them brown a little. Then cover with about a cup of hot water and simmer gently for an hour or more, adding more hot water if the sauce gets too thick. Half an hour before serving add two more tomatoes peeled and finely chopped. I may say that I add a handful of raisins—we like something sweet in our curry. Serve surrounded by hot boiled rice, and let there be Chutney with it, too. There are any number of good brands on the market—I patronize a certain Major Grey myself. He's an expensive friend, but reliable.

IF YOU like your curry dark in color—a curious yen of my own, I admit—fry the onion and garlic in a good deal of butter, remove all you can get out of the pan with a fork to another saucepan, brown some flour dark in the flavored butter, add hot water, the curry powder stirred smooth into a little of it, then add the meat, tomatoes and raisins and let it all simmer slowly for an hour at least. The curry must penetrate the meat and it takes time.

Swedish cooks who add cloves to your mashed potatoes—a deplorable habit, to my mind—always cook whole onions around a roast of beef. These are served as a vegetable and lend an awfully good flavor to the basting material in the meat pan, which subsequently turns into gravy. I don't know who taught me to "candy" the outside of a roast of pork by spreading the skinned and crisscrossed "scored" surface thick with brown sugar when the roast is about half done, but I always do it, and sprinkling the whole candied surface with crushed sweet marjoram is a trick you might remember, too. It's a delicious flavor. You know the herb, I hope. It's that pretty grey-green one with the blossoms looking like tiny little green cabbage roses among the rounded leaves. Sage is the same shade but sage has spear shaped leaves. Now is the time to buy your herbs on the market, by the way. You'll be wanting dried summer savory, parsley, thyme, sage and marjoram, at least. I'm branching out into a lot of others, too, this year. You'll hear about 'em—don't worry.

Veal is a meat I regard with suspicion everywhere but in my own home. It needs the cleverest of all cooking. Occasionally we bring it off thus.

For four people buy two large veal cutlets cut not more than half an inch thick. Get the butcher to "French" them; i.e., hammer them with the flat side of his axe. Trim them yourself into tidy little rounds, fry them about six minutes in butter, turning them only once. On each set a thin slice of lemon, on top of which you must place a curled anchovy, and then a stuffed olive.

The Hungarian way with them, of course involving paprika, is good, too.

Fry the trimmed cutlets in a little bacon fat and when they are pleasantly brown add a little hot water, salt and one tablespoon of paprika. Simmer until the cutlets are quite tender. Now add one cup of sour cream, very gradually, stirring all the time till the sauce thickens. Arrange the cutlets around boiled rice, with strips of grilled bacon across it, and pour the peppery sauce over them. I think Hungarian food is grand, but better watch your blood pressure!

ENGAGEMENTS

The engagement is announced of Miss Eadline Louise Crawford Brown, daughter of the late Major Roy T. Crawford Brown and Mrs. Crawford Brown, of Toronto, and granddaughter of the late Sir Lyman Melvin Jones and Lady Jones, to Flight-Lieutenant Charles Grace, of the Royal Air Force. The marriage is to take place shortly. Archbishop S. P. Matheson and Mrs. Matheson, of Winnipeg, have announced the engagement of their daughter, Miss Margaret Talbot Matheson, to Dr. Edmund Henry Botterell, son of the late J. E. Botterell and of Mrs. Botterell, of Winnipeg. The marriage is to take place in Montreal on December 23.

TRAVELERS

Mrs. Alfred Dobell, who has spent the past few months in England, has returned to Quebec accompanied by her mother, Mrs. Maffett, who will be her guest.

Sir Frederick Williams Taylor, of London, England, is spending two weeks at the Ritz-Carlton, in Montreal.



MARRIED IN MONTREAL. Mrs. Alfred D. J. Loader, formerly Miss Evelyn, daughter of Mr. and Mrs. A. W. Richards, Outremont, who was married on Oct. 16. The bridegroom is the son of Mr. and Mrs. A. J. W. Loader, of Toronto.

—Photo by William Notman & Son.

Lady Williams-Taylor is the guest of her daughter, Mrs. Frederick Watriss, in New York. Sir Frederick and Lady Williams-Taylor are sailing on December 14th to spend the winter at their residence, "The Wave," in Nassau, the Bahamas.

Mrs. Duncan Leckie and her twin sons, Peter and Robin, have returned

to Vancouver after spending three months with Mrs. Leckie's mother, Mrs. E. Brooks, in Montreal.

Mr. and Mrs. Gordon T. Wishart have returned to Toronto from their honeymoon and have taken up their residence in Bedford Road. Mrs. Wishart was formerly Miss Margaret Alley.

She'd like a pair of Pretty Slippers—All Girls do!



Shown in black faile and satin combinations at \$6; and in all gold or all silver kid at \$7.50.

THEY ARE OWENS & ELMES DANCE SLIPPERS—THAT'S THE BEAUTY OF THEM.

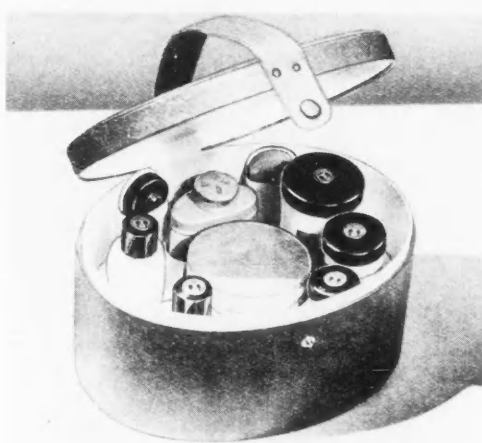
Other Gift Suggestions—Silk Hosiery, Hand Bags, Chic Boxes, Gift Certificates redeemable at her convenience.

OWENS & ELMES, Limited
151 YONGE STREET.

CHRISTMAS GIFT

Inspirations by helena rubinstein

Helena Rubinstein brings you the most appealing collection of beauty gifts she has ever created. Vanities that are little works of art. Sparkling bath sets. Beauty luggage, both chic and purposeful. Gifts that are interesting, original, distinguished. Smart to give—or to receive!



NEW BEAUTY BANDBOX... Nine Beauty necessities in a raspberry colored box with washable, jigsaw Pasteurized Face Cream, Youthfuling Tissue Cream, Skin Toning Lotion, Beauty Grains, Water Lily Foundation Cream, Complexion Powder, Rouge au Creme, Eyelash Grower and Darkener, Hand Lotion. Specialized to dry, normal, oily skin. 6.35.



ENCHANTE BATH SET... An exquisite ensemble of Helena Rubinstein's luxurious Enchante Eau de Cologne, Bath Essence and Bath Talcum, all in matching bottles of dimpled glass with beribboned goldtone caps. Cake of Enchante Soap, Set, 3.50.



ENCHANTE EAU DE COLOGNE... Like a rare perfume—its fragrance lingers all day! A gift in exquisite taste. Graciously crystal like flacon. 1.50.



WATER LILY PERFUME... This of softest odors, Water Lily is the perfume of youth! Can you imagine a gift more charming? Chic bottle of black and gold glass, encased in a tall red and gold box. A distinguished gift. Give precious youth! 7.50.

POWDER-LIPSTICK SET... The famous Helena Rubinstein Powder in an exquisite golden box. Perfect in combination with the Golden Automatic Lipstick. A flattering gift in exquisite taste. 2.00.



10% Excise Tax Extra.

Tear out this page now! Use it as your Christmas shopping list—at Helena Rubinstein's Salons and all smart stores. And ask to see Helena Rubinstein complete assortment of beauty gifts.

helena rubinstein

Toronto Salon 156 Bloor St. W.

Montreal Salon Robert Simpson Montreal Ltd.

SALONS IN LONDON, PARIS, NEW YORK, DETROIT, CHICAGO, BOSTON, SEATTLE, LOS ANGELES, MONTREAL, TORONTO



Hair Like Spun Gold

Fair hair becomes gleamingly lovely, soft and alluring when washed with Evan Williams "Camomile" Shampoo, the purely herbal hair treatment. Sold everywhere. Brunettes should use Evan Williams "Ordinary".

Famous for 36 years. Used by pretty women the world over.

EVAN WILLIAMS
SHAMPOOS
KEEP THE HAIR YOUNG

Christmas Gift Suggestions



We suggest a selection from our fifteen styles of Hand-Carved Nest of Tables. Our Hand-Carved Carates and Drop Leaf Tables are also very suitable for Christmas Giving.

LIONEL RAWLINSON
LIMITED

Makers of Distinctive
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647-649 Yonge St. Toronto

A GREAT WEEK! A GOOD STORY!

LAST March, I, the Natural Living League tried to rent the Y.M.C.A. auditorium in Springfield, Mass., for my lectures. At first successful, they later were refused it lest connection with me might reflect unfavorably upon the "Y". But Mr. Hoover, "Y" Secretary, wrote to Mr. Hopkins, "Y" Secretary in Toronto, re Doctor Jackson and his answer was such that Mr. Hoover came to my Springfield lectures and was so impressed that he told the above facts to my audience. A few weeks later he wrote to inquire if I would be their sole lecturer during "Health Week" in Springfield six months later, and as I write I am concluding these lectures. I have lectured each night in one of the Y's, to the Y's Men's, High Y's, Kiwanis, Exchange and Rotary Clubs and my Exchange address was broadcast over local Columbia connection. I've addressed three College groups, one Junior High and one High School, truly a great week.



The above is from a photograph of Robt. G. Jackson, M.D., taken in his 77th year.

The thing that impressed Mr. Hoover most was my own "marvelous vigor and youthfulness at 77" together with the "astounding results" of a personal use of Roman Meal and Kofy-Sub. Of course, he has studied my book, "HOW TO BE ALWAYS WELL," and carried out my regime since, and at 60 he is also becoming a boy again. But without Roman Meal and Kofy-Sub, he is certain he would find this a long drawn-out task, based on previous experience.

If you have not given these foods a fair trial you may wonder, but you will not wonder at the results obtained by Mr. Hoover, which so completely changed his attitude towards me, if you too will persistently use them for just a few weeks, quite freely every day. Note I only urge you to try them, not to use them. I know if you will reasonably try them you will not cease to use them. If you will write to me I will send you my free literature and important dietetic information. Address: Robt. G. Jackson, M.D., 521 Vine Ave., Toronto.

Robt. G. Jackson M.D.

Announcements

ENGAGEMENTS

Mrs. Edward Herbert Peto, of Kingston, announces the engagement of her youngest daughter, Edith O'Neil, to Mr. Alfred N. Chown, eldest son of Mr. and Mrs. P. B. Chown, of Kingston. The marriage will take place quietly on December 26th.

couple of onions till tender, rubbing through a sieve, mixing with a little butter and thickening with bread-crumbs and a beaten egg. In the same pan put halved sweet potatoes that you have boiled for fifteen minutes, and raw cored apples stuffed with brown sugar, and topped with a bit of butter. Bake in a moderate oven till the chops are tender, basting frequently. When done put the chops on a hot dish, pour a little melted butter over them and garnish with the sweet potatoes and apples.

WHEN lamb is spring lamb and mint is fresh and pungent, it's nonsense to do much with it except roast it slowly. But when a leg of lamb is a leg of sheep, if not of mutton, it isn't a bad idea to treat it as the French do. They cut a slit in the meat down to the bone and insert a clove of garlic. Then they place the joint on a grill over a meat pan and paint the thing all over with melted butter and stick it in a hot oven, basting it as it cooks with more butter. Reduce the heat, and when it is done, allowing 20 minutes to the pound and a few for luck, some of the surplus grease is poured off, the pan well scraped and about three or four table-spoons of hot water, cooked and seasoned with the scrapings. This gravy, unthickened with flour, is then poured over the meat and mixed with the juice from the cut meat. The garlic gives a very subtle flavor to the affair.

The end of the roast lamb, of course, makes a curry the next day. This is a first class Indian recipe, Indian enough, anyhow. Cut the meat into one inch lengths. Slice two or three small onions, chop two cloves of garlic, and fry to a golden brown in butter. Stir in 1/2 tablespoon curry powder and about 1/4 tsp. salt, add one quartered tomato; one or two tablespoons of warm water, and mix it all well, crushing the tomato with a fork. Now add the pieces of meat and let them brown a little. Then cover with about a cup of hot water and simmer gently for an hour or more, adding more hot water if the sauce gets too thick. Half an hour before serving add two more tomatoes peeled and finely chopped. I may say that I add a handful of raisins—we like something sweet in our curry. Serve surrounded by hot boiled rice, and let there be Chutney with it, too. There are any number of good brands on the market—I patronize a certain Major Grey myself. He's an expensive friend, but reliable.

IF YOU like your curry dark in color—a curious yen of my own, I admit—fry the onion and garlic in a good deal of butter, remove all you can get out of the pan with a fork to another saucepan, brown some flour dark in the flavored butter, add hot water, the curry powder stirred smooth into a little of it, then add the meat, tomatoes and raisins and let it all simmer slowly for an hour at least. The curry must penetrate the meat and it takes time.

Swedish cooks who add cloves to your mashed potatoes—a deplorable habit, to my mind—always cook whole onions around a roast of beef. These are served as a vegetable and lend an awfully good flavor to the basting material in the meat pan, which subsequently turns into gravy. I don't know who taught me to "Candy" the outside of a roast of pork by spreading the skinned and criss-crossed "scored" surface thick with brown sugar when the roast is about half done, but I always do it, and sprinkling the whole candied surface with crushed sweet marjoram is a trick you might remember, too. It's a delicious flavor. You know the herb, I hope. It's that pretty grey-green one with the blossoms looking like tiny little green cabbage roses among the rounded leaves. Sage is the same shade but sage has spear shaped leaves. Now is the time to buy your herbs on the market, by the way. You'll be wanting dried summer savory, parsley, thyme, sage and marjoram, at least. I'm branching out into a lot of others, too, this year. You'll hear about 'em—don't worry.

Veal is a meat I regard with suspicion everywhere but in my own home. It needs the clearest of all cooking. Occasionally we bring it off thus.

For four people buy two large veal cutlets cut not more than half an inch thick. Get the butcher to "French" them; i.e., hammer them with the flat side of his axe. Trim them yourself into tidy little rounds, fry them about six minutes in butter, turning them only once. On each set a thin slice of lemon, on top of which you must place a curled anchovy, and then a stuffed olive.

The Hungarian way with them, of course involving paprika, is good, too. Fry the trimmed cutlets in a little bacon fat and when they are pleasantly brown add a little hot water, salt and one tablespoon of paprika. Simmer until the cutlets are quite tender. Now add one cup of sour cream, very gradually, stirring all the time till the sauce thickens. Arrange the cutlets around boiled rice, with strips of grilled bacon across it, and pour the peppery sauce over them. I think Hungarian food is grand, but better watch your blood pressure!

ENGAGEMENTS

The engagement is announced of Miss Edith Louise Crawford Brown, daughter of the late Major the Rev. T. Crawford Brown and Mrs. Crawford Brown, of Toronto, and granddaughter of the late Sir Lyman Melvin Jones and Lady Jones, to Flight-Lieutenant Charles Grace, of the Royal Air Force. The marriage is to take place shortly. Archbishop S. P. Matheson and Mrs. Matheson, of Winnipeg, have announced the engagement of their daughter, Miss Margaret Edith Matheson, to Dr. Edmund Henry Butterell, son of the late J. E. Butterell and of Mrs. Butterell, of Winnipeg. The marriage is to take place in Montreal on December 23.

TRAVELERS

Mrs. Alfred Dobell, who has spent the past few months in England, has returned to Quebec accompanied by her mother, Mrs. Maffett, who will be her guest.

Sir Frederick Williams-Taylor, of London, England, is spending two weeks at the Ritz-Carlton, in Montreal.



MARRIED IN MONTREAL. Mrs. Alfred D. J. Loader, formerly Miss Evelyn, daughter of Mr. and Mrs. A. W. Richards, Outremont, who was married on Oct. 16. The bridegroom is the son of Mr. and Mrs. A. J. W. Loader, of Toronto.

—Photo by William Notman & Son.

Lady Williams-Taylor is the guest of her daughter, Mrs. Frederic Watiss, in New York. Sir Frederic and Lady Williams-Taylor are sailing on December 14th to spend the winter at their residence, "The Wave," in Nassau, the Bahamas.

Mrs. Duncan Leckie and her twin sons, Peter and Robin, have returned to Vancouver after spending three months with Mrs. Leckie's mother, Mrs. E. Brooks, in Montreal.

Mr. and Mrs. Gordon T. Wishart have returned to Toronto from their honeymoon and have taken up their residence in Bedford Road. Mrs. Wishart was formerly Miss Margaret Alley.

She'd like a pair of Pretty Slippers—All Girls do!



Shown in black faile and satin combinations at \$6; and in all gold or all silver kid at \$7.50.

THEY ARE OWENS & ELMES DANCE SLIPPERS—THAT'S THE BEAUTY OF THEM.

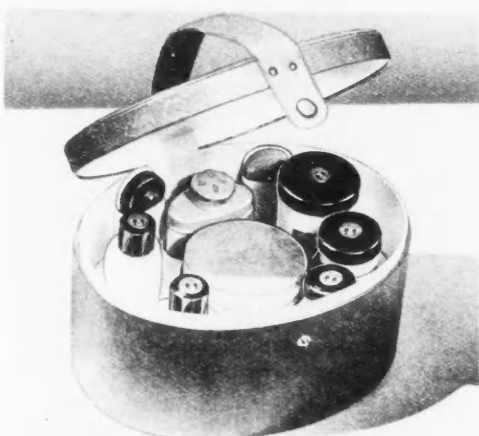
Other Gift Suggestions—Silk Hosiery, Hand Bags, Chic Bows, Gift Certificates redeemable at her convenience.

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CHRISTMAS GIFT

Inspirations by helena rubinstein

Helena Rubinstein brings you the most appealing collection of beauty gifts she has ever created. Vanities that are little works of art. Sparkling bath sets. Beauty luggage, bath cenic and purposeful. Gifts that are interesting, original, distinguished! Smart to give—or to receive!



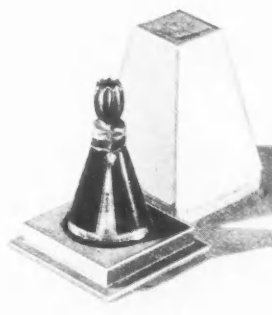
NEW BEAUTY BANDBOX... Nine Beauty necessities in a raspberry-colored box with washable lining. Pasturized Face Cream, Youthifying Tissue Cream, Skin Toning Lotion, Beauty Goggles, Water Lily Foundation Cream, Complexion Powder, Revigorating Creme, Eyelash Grower and Darkener, Hand Lotion. Specialized to dry, normal or oily skin. \$2.50.



ENCHANTE BATH SET... An exquisite ensemble of Helena Rubinstein's luxurious Enchante Eau de Cologne, Bath Essence and Bath Talcum, all in matching bottles of dimpled glass with beribboned goldtone caps. Cake of Enchante Soap. Set, \$3.50.



ENCHANTE EAU DE COLOGNE... Like a rare perfume—its fragrance lingers all day! A gift in exquisite taste. (Grosset) crystal-like faceted. 1.50.



WATER LILY PERFUME... This rare, lasting fragrance is the perfume of smart, sophisticated and confident women. One bottle of black and gold glass enclosed in a tall red and gold box. A gift in exquisite taste. (Grosset) crystal-like faceted. 1.50.

POWDER-LIPSTICK SET... The famous Helena Rubinstein Powder in an exquisite golden box. Perfect in combination with the Golden Automatic Lipstick. A flattering gift in exquisite taste. 2.00.



10% Excise Tax Extra.

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Quickly, safely and easily.
Silvo, so gentle in its
action, will keep
your silver
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Community
Plate in the gra-
cious and popular
Noblesse design.
Silvo, recommended
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of Community plate
will guard the charm
of all your silverware.

Silvo
LIQUID SILVER POLISH

Her smile's alluring
NOW...



Poor tooth protection goes deeper than mere cleaning. It means gum care as well, for it is well known that decayed gums put the "deadline" on every tooth.

Don't let it catch up with you. Check it by visiting your dentist regularly, and by following his advice to brush your teeth and use—KELLOGG'S TOOTH PASTE—daily with Forhan's tooth paste that protects gums as it cleans teeth.

Devised by Dr. J. J. Forhan, for 25 years a pioneer dentist, Forhan's contains his special ingredients long used by dentists everywhere for the cure of the gums.

Get Forhan's tooth paste today. There's no other of its kind in every home of this pleasant, effective tooth paste.

Forhan's
The original tooth paste
for GUMS and TEETH

LOVES TO EAT THIS
CEREAL, IT CHECKED
HER CONSTIPATION*

Kellogg's ALL-BRAN Helped
Miss Kosterke

We quote from her letter: "Three years ago I became constipated. I tried many remedies. But nothing helped until I began to eat Kellogg's ALL-BRAN. I just love it. I eat Kellogg's ALL-BRAN every morning, and ever since I have not had to take any more laxatives."—Miss Margaret Kosterke, Address on request.

"Last summer I was on my vacation. They served Kellogg's ALL-BRAN. I just loved it. I eat Kellogg's ALL-BRAN every morning, and ever since I have not had to take any more laxatives."—Miss Margaret Kosterke, Address on request.

"Due to insufficient 'bulk' in meals."

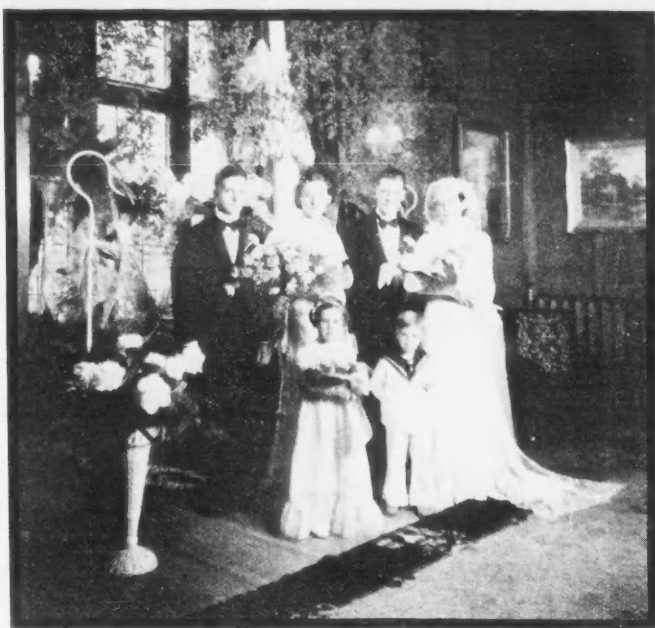
Tests show Kellogg's ALL-BRAN provides "bulk" to aid elimination. ALL-BRAN is also rich in vitamins B and iron.

The "bulk" in ALL-BRAN is gentle. It helps digestion better than the fiber in fruits and vegetables, so it is often more effective.

Isn't this food safer than risking patent medicines? Two tablespoonsful of ALL-BRAN daily are usually sufficient. If seriously constipated, use with each meal. See your doctor, if you do not get relief.

Use as a cereal, or in cooking. Sold by all grocers. Made by Kellogg in London, Ontario.

Keep on the Sunny Side of Life



WHEN MISS JESSIE ISABEL MacLEAN, daughter of Dr. and Mrs. Hugh MacLean, of Regina, became the bride of Mr. William Martin Wheatley, son of Mr. Arthur L. Wheatley, the attendants were Miss Margery Green, Joan Martin, flower-girl, and Master Hughie Blair, page. Mr. Edwin Thom was groomsmen.

People Who Do Things

FAR REACHING RADIO
MICROPHONES have become a commonplace of the public platform, but there are still speakers who suffer from the "stage fright." In the forefront of these must be placed Colonel C. W. Peck, V.C., a monthly warrior whose explosive language added much to the plausibility of the world war.

Member of parliament for Saskatoon, Peck, speaking at the front in 1917, and later sitting for one term in the British Columbia legislature as a member for The Islands, Peck had practically reversed politics of late years. During the recent campaign, however, he volunteered to speak on behalf of his old regiment, the 10th Canadian Infantry, at Vancouver Centre.

It was Peck's first appearance since the war, and he tried to regain his confidence in his own voice. He spoke with the spirit of the old soldier, with the heart of the soldier, and with the skill of the speaker.

It was a great success for him. He spoke with the spirit of the old soldier, with the heart of the soldier, and with the skill of the speaker.

Peck and his wife were away from the telephone and had to be dragged back by his wife to the area of the microphone. When they were, Peck made a speech which was a triumph for the plucky, old soldier. He spoke with the spirit of the old soldier, with the heart of the soldier, and with the skill of the speaker.

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HON. W. J. PATTERSON

month. He also labored in the harvest fields around his home town.

Still only a youngster, he began work in a private bank in Grenfell. This was absorbed by the Dominion Bank. Patterson was transferred to Winnipeg, but at the age of 21 he returned to Grenfell as manager of the bank's branch. In 1916 he became a civil servant, superintendent of rural service of the Department of Telephones. In this position he stayed until he enlisted in 1916.

He went overseas with the 10th C.M.R. and later served as a lieutenant in the Canadian Light Horse.

He put in 15 months in France, many times being under fire. He had one narrow escape during a bombing by German aeroplanes. During the August, 1918, advance he was wounded by a shell on the Arras-Cambrai road. It was a concussion that his two brothers were also wounded the same week, while serving in an engineer's corps.

Back home in private life again, Patterson began the study of law in Grenfell, but a year later he moved to Whitehorse, a southeastern Saskatchewan village, to open an insurance and financial agency.

Whitehorse proved his political springboard, for it was from here that he went to the provincial legislature in 1921. He won by only 94 votes, but in each election since Patterson has been returned by sizeable majorities.

Between 1921 and 1925 he gained municipal experience as a village secretary. But it took only five years in the legislature for him to prove his worth. In 1926 upon the formation of the Gardiner government he became Minister of Telephones as well as Provincial Treasurer.

Early an eager follower of Saskatchewan politics, he attended his first political convention in 1905, but he was old enough to vote. At this convention Walter Scott, first Premier of the Province, was chosen Liberal leader. Young Patterson that day little thought that years later Mr. Scott was to be a witness to the ceremony by which Patterson became sixth Premier of Saskatchewan.

The new Premier is a plain man, medium in height, given to wearing dark suits and wearing homely speech. One of his outstanding characteristics is his friendliness. He is the type of westerner who is given to hard work, who cares little for the honors of political office. The ladies are shouting and cheering when he has time to them. He is an adherent of the United Church of Canada.

Interesting the Child

(Continued from Page 29)

quite surprising to see the things that they were turning out.

The kindergarten class of children from five to six years of age, take in many ambitious projects, such as Eaton Hall Farm, the woods, the Art Gallery and the Museum. At present they are making a small model city, including the main railway stations, a large garage, a bank, a printing press and a circus.

The Upper Grade class includes children up to nine. They visited the public school at the Public Library recently and are now busy making puppets. They also visit such places as the Royal York Hotel, the Market, a large garage, a bank, a printing press and a circus.

All the classes present plays once or twice a month, in French or English, the costumes and scenery being made by the children. This activity of the school is used to develop imagination and presence in place of the usual reading about them.

Both upper grades are shown how to make things as well as with the girls. Likewise, girls are taught to make things as well as with the boys. There is a complete workshop.



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Two frames ensemble this beautiful diamond set clip, so that it can be worn three ways, as illustrated; Top—divided into a pair of smart clips. Centre—combined into a clip with handsomely wide wing spread. Bottom—combined into impressively large cluster clip. . . . An individual creation by our own designer. . . . \$800.00

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"I AM THE SAME SUPERB BLEND OF CHOICEST COFFEES THAT WON THE HEARTS OF THE OLD SOUTH."



Packed by the Vital-Fresh process, all the original freshness is safeguarded in the tin you have to open with a key.

Maxwell House Coffee
ROASTED AND PACKED IN CANADA

shop in the school, where all manner of models are made.

A Fall Fair is held each year when some of the products of all this handwork are sold. There is a great variety of models, useful articles made from clay, wood, paper, etc., as well as candy, clothes, and other out-ings. The parents are all invited and encouraged to attend. The money thus secured is used afterwards by the children to operate a grocery store, and so on, thus giving them an idea of the value and use of money.

Arithmetic naturally enters in here as it also does in measuring objects in the woodwork shop. The children really teach themselves, by finding things out, the teachers merely guiding their progress and not leading them as in ordinary education.

There are no examinations held in the school. The classes are divided roughly by age, but promotion is given if the child is ready. The teaching is that a particularly bright child can always be brought along faster than the rest of the class. Children from this school have gone

out to all the well known schools in Toronto and, according to Dr. Blatz, they fit into their natural places quite easily, taking as a general rule an adequate standing.

Once a month there is a meeting of the parents, when discussions take place and lectures are given by Dr. Blatz on all the phases of progressive education. The parents have a very real voice in the running of the school, as it was originally started by a group of parents on a co-operative basis and is still run along the same lines.